ANNUAL MIDWINTER NUMBER

In Ten Parts—284 Pages
PART 1—TELEGRAPH SHEET—16 PAGES

The Los Angeles Times

"Sail on, sail on, and on and on."

GREATER SOUTHERN CALIFORNIA

TUESDAY MORNING. Vol. XLIII. JANUARY 1, 1924.

Liberty Under Law—Equal Rights—True Industrial Freedom.

President Coolidge's New Year Greetings to the American People

[BY A. P. NIGHT WIRE]

WASHINGTON, Dec. 31.—President Coolidge tonight extended New Year's greetings to the American people in a message which said:

"At the end of the old year and the beginning of the new, it is well to take account of our spiritual, moral and material resources and seriously appraise the progress of the past twelve months and the prospect of advancement in the coming year. The nation has made a record of gratifying accomplishment. There is every reason to believe advancement will continue in the coming months. It is a pleasure to extend the heartiest of New Year greetings to the American people and express the hope and confidence that 1924 will bring them a full measure of prosperity and happiness."

COOLIDGE TO GREET HOST

Throngs Await Reception

President and His Wife to Shake Hands With Great Crowd Today

New Year's Custom Will be Observed Despite Strain on Executive

BY ROBERT BARRY
[EXCLUSIVE DISPATCH]
[Copyright, 1923, Public Ledger.]

WASHINGTON, Dec. 31.—The first of America's good resolutions will go to the scrap heap of 1924 in the forenoon of New Year's Day, when adherence to one of democracy's pet tortures will require the President and Mrs. Coolidge to stand for about six hours and shake hands with from 8000 to 10,000 men, women and children.

All the pious pledges to relieve the President of undue physical strain, made after President Harding had killed himself trying to please, will be forgotten and the queues which will extend for several city blocks from the White House gates will not be Washington, but America subjecting an accommodating President and his courageous wife to an ordeal.

It will make an attractive picture for newspaper writers eager to describe the "melting pot" and the charming customs of a republic.

STRAIN FOR PRESIDENT

It probably will strain every muscle in the President's right arm and hand and send Mrs. Coolidge to bed with a headache. But that is purely episodical to those who count the physical strain of the Chief Executive as nothing to a Roman holiday for democratic notions.

Mr. Coolidge is yielding to the tradition because it is easier to do that than to appear lacking in those qualities which most impress the well-known "rank and file."

And the jostling, weary crowd which will file past him will give not a thought to Woodrow Wilson, an invalid in an S-street home, or Warren G. Harding sleeping in Marion cemetery, both victims of the impossible strain which popular demands impose on the occupant of the White House.

The White House will be gay. The palms and greens and the bright red coats of the Marine band, the stately corridors and uniformed attendants of the Army, the Navy and the Marine Corps to say nothing of the black and gold of the White House police, will make for an attractive picture.

OFFICIAL GREETING

It will be even more colorful in the forenoon when the "Happy New Years" of the Legislative, executive, judicial and diplomatic arms of Washington officialdom will be exchanged with the President and his wife. Most of them will go to the White House from the always beautiful Pan-American Building where the Secretary of State and Mrs. Hughes will give their annual diplomatic breakfast; the residence of the Cabinet premier having long ago ceased to

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COLD RULES MIDWEST

Chicago Swept by Blizzard

Chilly Rain Turns to Snow and Mercury Descends Toward Zero

Storm From Alaska Rushing to South Atlantic States; Northwest Hit

[EXCLUSIVE DISPATCH]

CHICAGO, Dec. 31. — Howling out of the Northwest on the crest of a biting gale, the first blizzard of the season struck Chicago and surrounding territory today.

The cold rain of last night, early this morning was turned into sleet, which covered Chicago streets with a heavy coating of ice. During the late morning hours the sleet turned to snow. By midafternoon the city was in the throes of a blinding snowstorm, accompanied by icy gales, which sent the mercury toward the zero mark.

SIX STATES SWEPT

A genuine touch of real Medicine Hat weather also is sweeping over the entire States of Illinois, Indiana, Michigan, Wisconsin, Iowa and Missouri.

The swiftly moving cold wave, born in Alaska and Western Canada, is rushing on to the South Atlantic States.

Government observers at Washington forecast weather disturbances for every State lying in the path o fthe storm, from the Pacific Northwest through the Mississippi Valley and on to the South Atlantic and East Gulf Coast. Snow was predicted for the Ohio and Mississippi valleys, and snow or rain in the lower lake region and the North Atlantic States.

The northwestern portion of the country is storm bound, and suffering from the coldest weather in years. Yellowstone Park today reported the coldest December Day on record there—34 deg. below zero. Another temperature of 28 below at Cheyenne, Wyo., ties that station's record for the month. Billings, Mont., with 38 deg. below zero, has the record for intensity.

MERCURY FALLS RAPIDLY

Other cities in the Northwest in the grip of the storm are Georgetown Lake, Mont., where the mercury fell to 35 below; Great Falls shivered under 30 deg., and Anaconda and Butte under 20.

At Anaconda the mercury tumbled 62 deg. in thirty-six hours from plus 42 to minus 20. Winds that broke plate-glass windows and tore down telegraph wires were reported from some Montana towns.

Northwestern and Central Wyoming is included in the onward march of winter, according to dispatches, temperatures between 15 and 28 deg. below zero being reported. Snow eight inches deep covers the affected portion of the State.

In Denver the mercury fell to 13 deg. below and is still descending.

SUFFERING IN DENVER
[EXCLUSIVE DISPATCH]

DENVER, Dec. 31.—A terrific

(Continued on Page 2, Column 5)

REBEL KICK IS IGNORED

Hughes Will Not Answer Protest

Washington's Policy Toward Mexican Revolt Stated by Administration

Sale of Arms to Obregon is Explained as Move in the Interest of Order

[BY A. P. NIGHT WIRE]

WASHINGTON, Dec. 31.—A formal protest against the plan of the United States to sell war materials to the government of Gen. Obregon in Mexico was transmitted to the State Department today by representatives here of the De la Huerta revolutionary group. Apparently the communication was doomed to be lost in departmental files, as there was no indication that its receipt would even be acknowledged.

The Washington government in the past has scrupulously avoided any dealings with agents in this country of revolutionists against a friendly power. They have been recognized in no official way.

There were signs in Congressional circles during the day, however, of objections to the sale. The action of the administration in deciding to grant the request of the Obregon government was under discussion among members of both houses who are in Washington during the holiday recess and some opposition was voiced.

WOULD BAR SALE

Representative Fairchild, Republican, New York, announced his intention of introducing a resolution upon the reconvening of the House this week, proposing to forbid the sale by the government of war equipment to any foreign power. Even if such a resolution should be adopted, however, it seems doubtful that it could be put through in time to prevent the completion of the sale to Mexico and no one denies that the President now has full legal powers to make such a sale.

The protest of the De la Huerta faction was addressed to Secretary Hughes and signed by Enrique Seldner, the stationery used being headed "Confidential Agency of the Provisional Government of Mexico."

Broad claims of military control over a large part of Mexico were made in the note, and it was asserted that American aid to Obregon would merely serve to prolong bloodshed "essential to the overthrow of the Obregon administration, which, however, constitutionally installed in power, has utterly refused and failed to comply with its solemn duty to the people, the great body of whom sustain the principles upon which the present armed movement is based."

NOT SUBSTANTIATED

Claims made by Seldner in this communication as to the scope of the revolutionary movement do not appear to be borne out by the official advices received by Washington government from its own agents in Mexico. So fars as these official advices show, the movement has not as yet passed beyond the stage where a comparatively small portion of the Mexican Army has revolted and is supporting De la Huerta. Military observers here who have studied the reports estimate than 70 per cent of the Mexican Army remains loyal to the Mexico City government and Consular advices have indicated repeatedly that there was no movement among Mexican civilians to join the revolutionary forces.

What was described as an "outline" of the Washington government's attitude with reference to its decision to sell munitions to the Obregon government was made available tonight by an official spokesman for the Washington administration. According to this spokesman, the position of the government may be summarized as follows:

IN INTEREST OF ORDER

This government is furnishing a limited quantity of war material to the Mexican government because such action is in the interest of stability and orderly procedure. The attempt that is being made to overthrow the established government in Mexico has resulted from the animosities and bitterness growing out of the Presidential campaign to select a successor to President Obregon. It is highly important that Mexico should break away from a long series of unfortunate precedents and determine the succession to the Presidency of that country by peaceful and constitutional methods. It seems that

(Continued on Page 2, Column 6)

"Happy New Year!"

BERTHELOT WOOD WINNER

Los Angeles Man Awarded Thousand-Dollar Prize for Best Essay on "Times" Supremacy

The $1000 prize offered by The Times for the best analysis of the contributing causes that have made The Los Angeles Times the largest daily and Sunday newspaper in the world has been awarded by the committee of Times department heads to Berthelot Wood of 1016 Douglas street, Los Angeles.

More than 1000 articles were submitted, many of them from other States, and the general excellence of the analyses, combined with a keen insight on the part of the writers of the aims and ideals of The Times as well as of the more obvious qualities of journalistic leadership, have made the task of selecting a winner exceedingly difficult.

The Times prints more columns of news and other reading matter, a greater volume of advertising and a larger number of want-ads than any other daily, weekly or monthly publication anywhere on earth—and there must be specified reasons for such an outstanding result.

In presenting these reasons a large number of contestants have shown such a clear understanding of the aims of The Times, such a keen appreciation of the efforts that have been, and are being made, that The Times has a deep feeling of gratitude to them as well as a feeling of regret that only one of them can be awarded the prize. The Times has pledged itself to the service of its community and of its country an1 seeks

(Continued on Page 2, Column 4)

"TIMES" PRINTERS SET RECORD

Not only did the Los Angeles Times print in 1923, for the third consecutive year, a greater volume of advertising than any other newspaper in the world, but it also set more type—reading matter and advertising, display and classified—than has any other newspaper in one year since the beginning of printing.

This achievement, extraordinary as it is, is the more notable in view of the fact that The Times composition-room is smaller in point of available floor space, number of typesetting machines and personnel than that of any other newspaper whose composition record approaches that of The Times. No more striking evidence than this has ever been given of what the nonunion system means to newspaper-making and to industry in general, to the employer and to the employee.

Times printers are the highest paid in America; but the cost per column of printing The Times is lower than in most of the larger papers. The difference comes in the efficiency, the loyalty, the opportunity for individual achievement which are possible of development only where industry is free, where each worker stands upon his own merit and ability rather than upon the dead level of mediocrity decreed by labor unionism as the highest plane to which an artisan may aspire.

Times printers are real craftsmen, men who take a personal and individual pride in composition work unsurpassed in any newspaper "shop." But they are more than that. They are men who have elected to work, many of them from boyhood, under conditions where the sole gauge of reward is individual ability; where the fast and finished expert is not held back to protect the lazy or incompetent; where they get as much as they can earn; where they are not subjected to the tyranny and financial exactions of a labor union; where they can be free Americans and where efficiency, intelligence, loyalty, reliability and competence count for something.

They are that kind of men, working in that kind of a shop. They joined The Times instead of joining the union.

The results speak for themselves.

PARIS RUHR ARMY TO BE CUT IN HALF

Only 20,000 Poilus to be Maintained; Headquarters to be Shifted

[BY CABLE—EXCLUSIVE DISPATCH]

PARIS, Dec. 31.—It was announced today that the French garrison in the Ruhr immediately will be reduced to half of the present strength totaling less than 20,000 men.

It is expected that the occupational army headquarters will be shifted back to Mayence from Duesseldorf, with Gen. Degoutte moving down the Rhine.

The Minister of War is preparing to rush the change in the aspect of the occupation of the Ruhr so by the anniversary of the seizure, the 11th inst., it will have resumed the characteristic of "invisibility," which was the first plan.

Efforts will be made to withdraw soldiers from actual contact with the civilian population, billeting them in the country outside of towns.

The officers will maintain bureaus in the cities and towns, but they will wear civilian dress and orderlies and others attached to the bureaus also will wear civilian clothes.

Machine guns, tanks, armored cars, aircraft and cavalry will be maintained in the Ruhr for emergencies in case of outbreaks or other manifestations.

Club Women to Go East on Plan for Local Meet

[BY A. P. NIGHT WIRE]

SAN FRANCISCO, Dec. 31.—Mrs. Robert J. Burdette, general director for California of the General Federation of Women's Clubs, and Mrs. John C. Urquhart and Mrs. Frank A. Gibson of Los Angeles, two other officers of the federation, are to leave Wednesday for Washington, D. C., to complete plans for the national biennial of the organization in Los Angeles early in June. It was announced today from the federation's headquarters here. The Washington meeting will be held January 8, 9 and 10.

The biennial meeting will seat delegates from twenty-two foreign countries as well as the representatives of the various States.

"TIMES" AGAIN WORLD'S ADVERTISING LEADER

Prints Greater Lineage Than Any Other Newspaper on Earth for Third Consecutive Year

For the third consecutive year, the Los Angeles Times printed in 1923 a greater volume of advertising than any other newspaper in the world. The subjoined table, compiled last night from telegraphic reports from all parts of the United States, shows the newspapers which carried the most advertising in 1923 in their respective cities and their advertising scores in agate lines (fourteen to the inch.) Where newspapers publish both morning and evening editions they are credited with whichever edition carried the largest amount of advertising.

LOS ANGELES TIMES	29,520,841
Detroit News	29,067,696
Chicago Tribune	28,041,477
New York Times	24,101,226
Washington Star	23,846,758
Baltimore Sun	23,530,006
Columbus Dispatch	21,242,341
Cleveland Plain Dealer	19,211,640
Milwaukee Journal	18,354,313
San Francisco Examiner	18,201,255
New Orleans Times-Picayune	16,341,282
Dayton News	15,807,232
Long Beach Telegram	14,778,456
Toledo Blade	14,330,119
Dallas Times-Herald	14,257,801
Portland Oregonian	13,782,076
Boston Globe	13,682,102
Cincinnati Times-Star	13,624,373
Seattle Times	13,037,108
Des Moines Register-Tribune	12,627,874
Omaha World-Herald	11,998,904

Last year the six highest papers and their advertising scores were: Los Angeles Times, 26,795,244; Chicago Tribune, 26,204,573; Detroit News, 25,701,255; New York Times, 24,141,116; Baltimore Sun, 22,985,326, and Washington Star, 21,859,650.

For 1921 the score stood: Los Angeles Times, 26,987,478; Detroit News, 23,549,036; Chicago Tribune, 23,011,023; Pittsburg Press, 21,806,780; New York Times, 21,652,613; Washington Star, 21,932,305.

WHY "THE TIMES" IS FIRST

BY BERTHELOT WOOD

[This is the article written by Berthelot Wood which was awarded the prize of $1000 offered by The Times for the best analysis of the contributing causes that have made the Los Angeles Times the largest daily and Sunday newspaper in the world.—Ed.]

The factors which have developed in the Los Angeles Times a newspaper which prints daily and Sunday, and prints profitably, the largest amount of reading and advertising matter of any newspaper in the world may be enumerated as follows:

"The Lengthened Shadow"

Some one has said that "a great institution is but the lengthened shadow of a man."

The Los Angeles Times is the "lengthened shadow" of Harrison Gray Otis.

In its growth, its development, its journalistic excellence and dominance, and its financial success, The Times materializes the vision of Gen. Otis. It has filled in and rounded out the lines that near two score years ago Gen. Otis had drawn on the canvas of his mind—the lines of a newspaper that should be. It is the progeny of a brain that functioned penetratingly, functioned clearly, functioned courageously, functioned persistently, functioned idealistically, but, withal, practically, a brain that sensed situations and accurately estimated the requirements of those situations.

The Times is the concrete of Gen. Otis's ideal of a newspaper of orderly processes and management, serving its field adequately, of independent editorship and quick responsiveness to the evolving needs of time and environment—a newspaper that would ever be first in its field because it would deserve so to be.

A Service That Serves

Comprehensiveness and thoroughness, with all of the accuracy humanly attainable, characterize the news service of The Times. In its columns daily are the gleanings of the best news gathering agencies of the world, domestic and foreign, as exemplified in quality and quantity of intelligence furnished and range both of subject and territory. Supplementing the product of these agencies is a liberal staff of trained and dependable correspondents located at the pulse centers of the earth, whose task it is to amplify on the high happenings covered by those agencies and to catch and transmit to the newspaper's readers what might be termed the atmosphere of conditions and occurences that constitute the links of human existence.

In the domain over which it holds dominion as a newspaper, Southern California, The Times maintains a thoroughly organized corps of reliable correspondents who daily scrape the bottom of the reservoir of events for all that is of human interest and material importance in their respective localities. It is the daily mirror of all that is worth while in personal happenings, community movements and social and economic development in the Southland.

Locally, The Times maintains a reportorial staff comparable fa-

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MORE RAIN IS DUE TODAY

Heaviest Precipitation of Season Forecast from Storm Expected to Continue Into Night

Rain which began falling in counties to the north early yesterday morning reached Los Angeles and Orange counties late in the afternoon, intermittent showers continuing during the remainder of the day and evening and giving promise of the heaviest precipitation of any storm of the season to date.

The United States Weather Bureau reported at 7 p.m. that .17 of an inch had fallen and announced that the forecast for today was for more rain.

RAINFALL BY INCHES

Following is the rainfall, in inches, reported from various Southern California points up to 5 p.m. yesterday:

Station—	Storm.	Season.	Last Year
Los Angeles	.17	1.10	4.77
Anaheim	.19	2.12	3.63
Hanford	.07	.80	3.72
Oxnard	.10	.66	4.15
Porterville	.03	.56	2.04
Redlands	.06	0.94	4.49
Santa Barbara	.03	.42	9.39
Ventura	.11	.99	4.85
Whittier	.11	1.34	6.97
San Luis Obispo	.36	1.86	12.41
Pomona	.06	0.80	7.28
San Pedro	.10	.60	6.69
Long Beach	.20	1.28	4.99

Tulare, Fresno, Santa Barbara and Ventura counties reported showers during the day which be-

REMEMBER THIS
BY H.M. STANSIFER
Hats off to the past.
Coats off to the future.

DO IT TODAY---THIS MORNING

Everywhere throughout Southern California today the Los Angeles Times Annual Midwinter Number will be on sale, wrapped ready for stamps and addresses. Every eastern friend and relative, every former neighbor, chum and old acquaintance, should receive a copy of this carefully compiled, authoritative exposition which sets forth the whole stupendous development and progress of the Southland. For your convenience The Times will mail copies direct from its mailing department to any point in United States, Canada or Mexico, postage prepaid for 25 cents per copy. All you need do, is hand a list of names to any Times agent, or bring them to the Times main or branch offices.

ANNUAL MIDWINTER NUMBER

ting Pr

WATER FEST AT CAPITAL

Coolidge Assists Sacramentans

Thousands Parade City's Streets Carrying Tin Cups and Dippers

Three-Day Celebration for New System Opens With Much Gayety

[EXCLUSIVE DISPATCH]

SACRAMENTO, Dec. 31.—A button pressed in Washington tonight by President Coolidge, set in operation Sacramento's new water system, installed at a cost of $3,000,000, and gave the signal for a "clear water carnival" of thousands of Sacramentans, who marched through the principal streets carrying tincups and dippers. Old Man Mud was buried forever, symbolically, as part of the celebration; there was dancing in the streets, red fire blazed from the principal buildings, and the fun kept up until after the New Year had made its appearance.

President Coolidge turned on the water at 7 a.m. Pacific time. For three hours after that, Miss Althea Farina, a stenographer, sat at a switchboard and kept the big new plant in operation unassisted, just to show how easy it is and how perfectly the ponderous machinery is under control.

PAGEANT TODAY

The celebration was arranged by the industrial bureau of the Sacramento Chamber of Commerce, managed by Roy H. Flamm. Tomorrow there will be a pageant on the river, showing the development of Sacramento from the days of the padres, don and seneritas up to the presentation of the filtration plant by Miss Sacramento.

The plant has a capacity of 48,000,000 gallons of clear, pure water daily. It was finished in the contract time and cost $200,000 less than the original estimate. It takes raw, muddy water from the Sacramento River and turns it into something not only fit to bathe in but to drink.

RAPID FILTRATION

The plant is of the rapid sand filtration type, a new process which has fifty times the capacity of the old-style types. The chief features are the intake pier, pumping station, grit removal and coagulating tanks, sedimentation basins, head house and filters, clear-water reservoir, force mains to the city and an alum-manufacturing plant. In the last-named the city makes its own coagulant for the treatment of the water. The head house contains a chlorine plant to disinfect the water.

The area of the plant is about a tenth of a city block. A plant of the old slow type, of equal capacity, would require sixteen acres of filter beds.

Despite the addition of alum and chlorine in the process, the water is clear and tasteless, the chemicals being removed by the final filtration.

COOLIDGES TO GREET THRONG

(Continued from First Page)

afford adequate capacity for such functions.

Mr. Coolidge is regarded as better equipped for the ordeal of tomorrow than was Mr. Harding. Yet anyone who can recall the circle drawn beneath the eyes of the late President after last year's reception, or many many times after, as on especially strenuous days, of handshaking on his ill-starred Alaskan trip, could not avoid the feeling that the lesson so tragically learned in the Palace Hotel, San Francisco, ought to have sufficed to save Mr. Coolidge from such an unnecessary strain on his physical energies.

HAS GREAT ENDURANCE

The President is of that wiry build that bespeaks greater endurance than that of his predecessor. He is able also to perform the motions of handshaking without the effort of Mr. Harding. He demonstrated that at the recent diplomatic reception at the White House when about 2500 persons were in line.

Although the White House has placed no formal time limit on the public reception, which is to begin at 1 o'clock, after the President and Mrs. Coolidge shall have had a brief respite from the handshaking of the official guests, there is an informal understanding that they would like to close the doors at 4 o'clock, which would make virtually five hours of receiving for them. The story of the past however, is that the 4 o'clock closing never was possible.

PROSPERITY IN TAX CUT SEEN

Mellon Refers to Proposal in New Year Message

Government Also Urged to Reduce Expenses

Tells of Debt Reduction During Year

[EXCLUSIVE DISPATCH]

WASHINGTON, Dec. 31.—Enactment of the proposed tax revision legislation coupled with continued retrenchment in government expenditures will mean prosperity in 1924, Secretary of the Treasury Mellon declared in a statement issued tonight as a New Year's message.

"During the last year this country has made a remarkable recovery from a severe industrial depression," said Secretary Mellon. "It has become increasingly evident that, with business on a sound footing and fairly balanced relations between industries, our own country can enjoy stability and a moderate degree of prosperity, even when unsatisfactory conditions prevail abroad. The result should not only inspire confidence for the future, but justifies the belief that the year immediately ahead of us will see continued progress, if the drag of an unsound basis of taxation is removed from business and industry.

CLOSE WITH SURPLUS

"Much depends on the continued efforts of the country to keep its financial house in order, holding down expenditures and following sound policies as regards new undertakings. The government has succeeded in closing the fiscal year 1923 with a surplus of about $310,000,000 above all expenditures chargeable against ordinary receipts, including the sinking fund and other debt retirements to which the government is committed under the sound policy of balancing its budget and gradually reducing its indebtedness. During the year the Treasury has completed the refunding of the $7,500,000,000 of the short-dated debt, on a strict investment basis and without disturbance to business or a strain on the financial market. This has included the completion of the refunding of the Victory loan aggregating more than $4,050,000,000 and the retirement of more than $500,000,000 of War Savings Certificates. The year just closed also has witnessed the funding of the debt owed to this country by Great Britain into bonds aggregating $4,600,000,000 with satisfactory arrangements for their gradual retirement.

WANTS TAX RELIEF

"As a result of the present favorable condition of the government's finances, the Treasury has recommended a reduction of taxes in the belief that the country should be relieved so far as may be possible of the excessive burden of taxation, which has been borne so uncomplainingly during and after the war. The Treasury has accordingly recommended to Congress that legislation be enacted which will distribute the benefits of tax reduction among all classes of taxpayers and release, for investment in productive enterprises, funds which are necessary for the country's expansion and future healthy development.

"I am convinced that if the tax proposals are enacted into law and the sound policy of retrenchment in expenditures is continued the coming year will witness a steady improvement in the favorable conditions which already have begun to make themselves felt and this country will enjoy prosperity in 1924."

HITS MELLON PLAN

Benjamin C. Marsh, secretary of the People's Reconstruction League, issued a statement charging that the Ways and Means Committee is planning "to put through the Mellon-Coolidge United States Chamber of Commerce scheme to cut the taxes of the rich by one-half under gag rule."

Mr. Marsh complained because he had failed to obtain a promise of a hearing in opposition to the Mellon program.

PLANE CROSSES ANDES

[BY CABLE AND ASSOCIATED PRESS]

MENDOZA (Argentine) Dec. 31. The first flight across the Andes in an airplane carrying a passenger was accomplished today by J. P. Hanson, a Danish aviator residing in Argentina. He used an American plane.

SKI RUNNERS RESCUED

[BY CABLE AND ASSOCIATED PRESS]

VIENNA Dec. 31.—Four of the seven ski runners reported yesterday to have perished in an avalanche while ascending the Feldal-Penhorn were rescued, according to later advices but their condition is critical.

Happy New Year

and remember that

BALDNESS

IS NEEDLESS

We have proven it to over 600 Los Angeles business and professional men in the past year and a half.

If you are losing your hair, if bald or partially so, investigate our individual treatments for your particular case.

We use a carefully devised scientific series of treatments for your own particular case. EXAMINATION FREE.

We restore your scalp to a normal, healthy condition and—a Healthy Scalp Produces Normal, Healthy Hair.

We Give a Written Guarantee to Grow Hair

Backed by a deposit of $1000 in the Pacific Southwest T. and S. Bank.

E. J. KRIESIEN Men's Hair and Scalp Specialist

Rooms 903-904 Broadway Central Bldg.

424 S. Broadway. Hours: 9 to 5:30; Monday, Wednesday and Friday, 9 to 9. Offices—Chicago, St. Louis, Kansas City, Indianapolis, San Francisco.

TELLS WHY "THE TIMES" LEADS

Winning Essay Analyzes Causes of Supremacy

Service, Independence and Ideals Are Stressed

Called Representative Voice of Its Vast Domain

(Continued from First Page)

vorably with that of any newspaper in any American metropolis, a staff made adequate by having a sufficient number of competent workers competently directed with the sole aim of obtaining and presenting "all the news that is fit to print." Actual comparison will show that, on the average, no other newspaper in the United States prints as much strictly local news as the Los Angeles Times, which means that it leads the world; for in this respect, the newspapers of the United States excel those of all other countries.

In what is termed feature matter, special articles finding publication mostly in Sunday issues, The Times has eschewed the sensational and erotic in favor of matter of an informative, enlightening and cultural character, matter by famous or noted writers and authorities on subjects that may be fittingly handled by a general or secular newspaper.

The Times Illustrated Magazine issued with its Sunday edition ranks with the best of Sunday newspaper magazines, and besides its general literary matter embraces departments that have given it wider fame than that enjoyed by any similar publication in the country.

The Farm and Tractor Magazine, also issued as a part of the giant Sunday Times, in effect, epitomizes that which is new, progressive, conserving and productive in farming, fruit growing, poultry raising and dairying in Southern California. It is a publication which tells the story in letter and picture of what can be done on the lands of Southern California by those who know how, it helps to educate those who do not "know how" and it is of intense practical interest from first to last page.

In the Rotogravure Section of The Sunday Times is represented the highest attainment in newspaper illustrative art, skillfully and discriminatingly utilized in the depicting of subjects of keen popular interest.

To round out the elements which make of The Times the Great Family Newspaper of the Pacific Southwest is The Junior Times, also an auxiliary of the Sunday issue. In "Junior" the juniors of the thousands of households in which The Los Angeles Times is a household word may revel in stories and fables which entertain rationally and stimulate imagination healthfully.

Stalwart Editorial Independence

Editorially, The Times has been one of the few really independent newspapers in the United States. It has not hesitated to breast the tide when in the estimate of its editorial management that tide was set in the wrong direction. Not the popularity, but the righteousness and rightness of a course, the sanity of a policy, the soundness of a principle, have invariably been the test applied in the consideration of public questions of large moment.

To this conception of editorial standard The Times has "stood fast, stood firm, stood true," callous to clamor, heedless of hatreds, impervious to menace. Ever on its banner has been inscribed the slogan of the soul that stands and fights and knows not the path of retreat—"You may break me, but cannot bend me." It has been no organ upon the keys of which cabals and cliques, parties and politicians played tunes euphonious to their ears and profitable to their purses.

The Sentinel of Freedom

If the flag of industrial freedom floats over Los Angeles today, sheltering within its shadows the sister communities, the Los Angeles Times is the reason. It is because this newspaper, invulnerable to intimidation, defiant of dynamite, mindless of murder, has incessantly, indefatigably preached the gospel of freedom of contract the doctrine that the right to buy and sell labor is inherent and its exercise not dependent upon the permission of any man-made organization and cannot be ethically restricted by the mandate of any such organization. Granting the inalienable right of men and women to associate themselves together for the advancement of their vocational interests, it has unfalteringly upheld the equally inalienable rights of men and women to remain unassociated.

Over a third of a century has passed since the Los Angeles Times, on behalf of industrial liberty, "sounded forth the bugle that has never called retreat." At first its voice was like that of a John the Baptist calling in the wilderness, a wilderness of doubt, derision, despair. Few and faltering were its followers. But from dawn to dawn throughout the long ensuing years, years fraught with bitterest conflict, it "carried on" until, with dramatic exemplification of the "power of the press," it builded for itself on this single issue the most powerful constituency an American newspaper has ever had. Today it is the leader of a mighty and militant phalanx which stands irrevocably committed to the principle that in this Land of the Sun the basic right of the individual to himself and his earning power shall be preserved inviolate, so that he or she shall be free to enter the realm of industry without a "card" as a pass.

The Voice of Its Domain

The Times has been the voice of its domain. For a generation its has registered with fairness and fidelity each step of the wondrous development of Southern California. Ever has it kept burning the lamp of faith in the future of this section, the while it counseled caution to the ultra-zealous, those who would imprudently anticipate for today attainments which in the nature of things could belong only to tomorrow. This policy of optimism governed by sanity has made The Times has carried the message of its region of service, the responsibility of the confidence of the people of that region.

More than all other publications The Times has been effective in promoting the settlement of Southern California and the development of the section's resources. To the far-flung corners of the earth The Times has carried the message of Southern California's alluring climatic conditions and golden opportunities for capital and labor. Its mammoth midwinter editions, with their graphic panoramic presentation of life as it is in this fate-favored empire, have inspired the trek of innumerable thousands that ended only within the borders of the Southland. To know The Times has been to know Southern California; to know Southern California has been to know The Times.

Expanded With Its Field

With the development of its field, The Times has expanded correspondingly, in physical and journalistic attributes, until it is now the largest newspaper in the world in dimensions, printing the largest amount of news and general matter and the largest amount of advertising.

Powerful Medium Created

These are the factors that have, in combination, made the Los Angeles Times the extraordinary newspaper enterprise that it is and the most effective advertising medium in its field.

These factors have created for it a firmly held constituency greater numerically than that of any other newspaper in the Pacific West. This means circulation, circulation far-reaching, far-fetching. These factors have not only given The Times a strong circulation numerically and the most comprehensive territorially in its field of service, but also the most financially potential circulation, the kind of circulation for which advertisers bid. They have been the factors which have won and held the admiration, the confidence, the adherence of the bulk of Southern California's substantial people, the folk with the worth-while patronage to bestow. This circulation, created by merit and held by merit, is what makes the Los Angeles Times the greatest, most productive advertising medium in its area of operation, and is what enables that newspaper to carry the largest amount of advertising of any newspaper in the whole world.

WOOD WINS IN ESSAY CONTEST

(Continued from First Page)

always the best interests of its great clientele. Appreciation of these efforts such as has been voiced by these letters and which has been frequently manifested in other ways is the highest reward that can be accorded to any newspaper and The Times so values it.

Mr. Wood's article was selected because it seemed to analyze The Times more effectively and better in general, although many other contestants were entitled to almost the same consideration. Scores of those might be mentioned. Among those articles for which The Times is particularly grateful were those submitted by Clarence Barton of El Centro and A. M. Row of 656 West Thirty-sixth street, Los Angeles. Others

Berthelot Wood

ranking close to the top were written by Arthur Dean of New York and last year lecturer at the University of California; A. C. Sallee, Los Angeles; G. M. Walker, Stockton; C. L. Smythe, Los Angeles; Isabel McReynolds Gray, Los Angeles; Thomas S. Knowlton, New York; Jack Henderson, Los Angeles; W. Jennings O'Neill, Santa Monica; Isaac Fisher, Nashville, Tenn; Clarkson Dye, Los Angeles and others.

The winner of the prize has been reading The Times for thirty years. He has been connected with various California publications and is now director of a press service. His earliest newspaper connection was with the San Francisco Post. From 1894 to 1897 he was with the Morning Herald of Los Angeles and later was connected with trade publications.

He says that he began reading newspapers when he was 10 years of age and ever since has been an extensive newspaper reader. He has been peculiarly interested in a comparative study of newspapers and has formed the habit of analyzing them and interpreting the reasons for their success or lack of success.

"For many years I have been impressed with the fact of The Times supremacy," he said yesterday, "and I long ago fixed on the explanation to my own satisfaction at least. In submitting the article for The Times contest I merely expressed the thoughts which have been in my mind for many years. The Times leads in the journalistic field and I believe that I know why and in my article I have given my opinion and my views on the matter."

MIDWEST IN STORM'S GRIP

(Continued from First Page)

blizzard is raging which has demoralized wire service. A series of early morning fires in the city from overheated furnaces and stoves intensified the suffering. One woman, Miss Beatrice Jones, was killed when she leaped out of a two-story window to escape a fire, and two other women, Miss Evelyn Loureman and Miss Mary Olsen, were injured severely. Miss Loureman suffered a broken back and will probably not recover.

WISCONSIN SNOW BOUND

[EXCLUSIVE DISPATCH]

MILWAUKEE, Dec. 31.—Heavy snowfall is general in Wisconsin, the upper half of the State being covered to such a depth that transportation tieups are possible.

Reports from Green Bay say that Northeastern Wisconsin was being "snowed under." In Green Bay six inches of snow had fallen and a strong wind had drifted it to such a depth that street cars are having difficulty in operation.

Manitowoc experienced its first real winter weather with a blizzard which started last night and continued throughout the day and into the night. Indications point to drifted roads and blocked trains by morning unless there is a let up. The temperature is rapidly falling.

EXPECT ZERO WEATHER

[EXCLUSIVE DISPATCH]

DETROIT, Dec. 31.—From zero to 15 deg. above tonight is the official forecast of the United States Weather Bureau for Detroit and vicinity. Snow and strong wind and colder weather with more snow is the New Year's forecast.

"The cold wave predicted for Sunday is being delayed by warm foxs in the Ohio Valley," said Norman B. Conger, in charge of the Detroit office tonight. "But all present indications point to a cold and blustery New Year's Day. The wave has reached St. Louis and without a doubt the temperature in Detroit will drop to near zero in the next forty-eight hours."

PREDICTS MORE RAIN FOR TODAY

(Continued from First Page)

fallen in the Imperial Valley at a late hour and none was expected according to the Government Weather Bureau at Calexico.

In a number of sections it was reported that the coldest weather of the year was experienced during Sunday night, although no damage was done to crops, it was said. In Santa Ana and other Orange county points, the thermometer dropped to 33 deg. In Santa Monica, the mercury dropped to 32 deg. and Long Beach reported that two degrees below this figure had been registered there during the night.

Frost, it was reported covered the ground in some sections of Tulare county yesterday morning although no damage had been done and the rain had brought warmer weather.

Mountain sections reported that heavy snows had fallen in the hills.

SHOWERS IN NORTH

SAN FRANCISCO, Dec. 31. Light showers continued last night and today over Northern California. The precipitation takes the form of snowfall in the higher elevations, the summit station in the Sierra reporting three feet of new snow on the level. A continuation of the rain is forecast for tomorrow by the Weather Bureau. From Red Bluff south to Fresno th seasonal precipitation to date is far below normal. At this time last year the rainfall at San Francisco amounted to 14.49 inches, while this year but 8.31 inches have fallen.

The rainfall figure for Northern California for the twenty-four hours ended at 5 p.m. today, follow:

	Last 24 hours.	Seasonal to date.	Normal to date.	Seasonal last year.
Eureka	.39	11.80	16.80	14.72
Red Bluff	....	5.91	10.60	13.39
Sacramento	Trace	3.69	7.13	9.97
San Francisco	.30	8.31	9.30	14.49
San Jose	.19	1.89	6.39	8.85
San Luis Obispo	.36	1.94	4.70	13.45
Fresno	.05	.91	3.55	5.34

WOMAN'S COURT IS WHOLLY FEMINIZED

[BY A. P. NIGHT WIRE]

NEW YORK, Dec. 31.—Feminized completely, the Women's Court today was in the hands of women judges, lawyers, women detectives and women court attendants. The entire process of the law in the case of six women arraigned on various charges was carried out without the aid of a man.

HUGHES IGNORES REBEL PROTEST

Objection to Sale of Arms to Obregon Received

Administration Policy on Mexican Revolt Told

Aid to Government Move in Interest of Order

(Continued from First Page)

the Mexican government fully realizes this fact.

With specific reference to its relations with the United States, the Mexican government entered into negotiations, of conciliation which culminated in the adjustment of the principal and fundamental questions at issue between the two governments and which was followed by recognition on the part of the United States and the resumption of diplomatic relations. The attitude of the Mexican government is manifested strongly by the fact that, although it is at present called upon to cope with insurrection, it has approved one of the claims conventions recently negotiated and has asserted its determination promptly to approve the other, and by the further fact that during the past few days, at a time when unusual demands were being made on its revenues, it has completed a substantial deposit to carry out its agreement for refunding the Mexican debt.

NOT POLICY REVERSAL

The action of this government in furnishing the Mexican government with war material is in no sense a reversal of the policy regarding the sale of arms as announced by President Harding in his letter to the Secretary of War dated April 22 last. On the contrary it is in support of that policy. The policy as expressed by Mr. Harding is that our surplus war equipment should not be employed in encouraging warfare by fostering militarism and developing armaments. This material is being made available to the Mexican government in conditions of actual rebellion for the purpose of discouraging warfare and supporting established law and order.

A government that has made a zealous effort to meet its obligations at home and abroad has been assailed and an attempt is being made to overthrow it by violence. It has appealed to this government for aid to the end that order may be restored and preserved and constitutional procedure followed. This government cannot be insensible to such an appeal and it has responded with its support in behalf of stability and orderly constitutional procedure in the best interest of all concerned.

WEEKS IS SILENT

The outline was made available after a day during which completion of the arrangement by which the munitions are to be delivered to Obregon government officials proceeded at the War Department under the strict ruling of Secretary Weeks that he could not discuss the matter in any way. No authorized statement was available as to the exact nature or amount of the equipment to be sold, or as to arrangements to be made for payment by Mexico.

Secretary Weeks conferred with Secretary Hughes early in the day about the arms sale matter. He took with him to the State Department figures prepared by general staff officers showing the amount and location of surplus war supplies which might be drawn upon to fill the Mexican order and also figures as to initial and present cost of the equipment. Mr. Weeks declined to talk of his visit to the State Department and officials there said details of the transaction were wholly in the hands of the War Department.

NOT FOR FOREIGN WAR

In reiterating today that compliance with the Mexican request for sale of war materials did not constitute a departure from the policy of the Harding administration, State Department officials emphasized that the arms were not to be used for making war against another state, but for the preservation of order within the territory of the friendly power making the request.

It was pointed out in this connection that agents of Irish factions were in the United States and endeavored to buy arms when the struggle in Ireland was at its height and aimed at the British government. The Washington government refused to authorize any deal in arms in that case. If the British government at that time had sought to make such a purchase—from the Washington government as the Mexican government now has done, it was added, there was no doubt that the arms would have been sold to Great Britain.

FIRST SHIPMENT SOON

[BY A. P NIGHT WIRE]

MEXICO CITY, Dec. 31.—The first shipment of arms from the United States, according to official sources today, is expected shortly. The munitions are expected to consist of 3000 rifles, 15,000 rounds of ammunition and ten armored planes. They are to be used to equip volunteer agrarian workers who are being organized and drilled.

President Obregon returned to Mexico City today from his field headquarters at Irapuato to receive the diplomatic incident to New Year's and to attend to the closing session of Congress Monday.

On leaving the Presidential train, however, the Chief Executive, after a short rest, attended a bullfight. The President, apparently carefree, reached the bull ring unescorted and pushed democratically through the throngs besieging the entrance. He seemed to enjoy the performance.

ATTACK IN CHIHUAHUA

[BY A. P. NIGHT WIRE]

CHIHUAHUA CITY (Mex.) Dec. 31.—Active pursuit of the commands of Ernesto Herrera and Manuel Chao in the Valle De Allendo, near Parral, will start within a few hours to rid this region of rebels, according to Gen. Ignacio Enriques, commander of the northern military zone.

Chao and Herrera have but a small force of men, but have attacked several trains on the National Railway line to get arms and ammunition.

FIGHT ON BORDER

[BY A. P. NIGHT WIRE]

BROWNSVILLE (Tex.) Dec. 31.—Telephone reports today from American army officers at Fort Ringgold brought reports of fighting between Mexican Federal and rebel troops at Camargo, on the Rio Grande, forty miles above Matamoros. The town is garrisoned by a small detachment of Federal troops from Matamoros. No report on the results of the battle were obtained, but American military officers state that the firing, which started before daylight, was very heavy.

According to a report of the Camargo affray, received by Emiliano Fernandes, immigration officer at Matamoros, the rebel force crossed the Rio Grande from the American side under the command of Cosme Longoria. The rebels failed to surprise the town owing to the vigilance of sentries along the banks of the Rio Grande, who discovered the crossing and aroused the garrison. The garrison, joined by the Federal employees, routed the rebels, forcing them to retire across the Rio Grande into Texas near Rancho La Grulla between Sam Fordyce and Rio Grande City.

The reports stated that the rebels were compelled to abandon all equipment in their flight, the Federal troops pursuing them to the river bank.

Col. Otto Rethorst, commanding officer at Fort Ringgold, informed Fort Brown military headquarters that he had made a full investigation of the Camargo affair and that he could find no evidence that the rebel forces had crossed the Rio Grande at any point.

TROOPS IN BORDER TOWNS

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HOW TO MAIL "MIDWINTER TIMES"

The postage required to carry a copy of the Annual Midwinter Number of The Times, out today, to any point in the United States, Canada or Mexico, is 11 cents. If preferred, The Times will mail them postage paid to any address, at a total charge of 25 cents per copy, which includes the cost of the copy itself. Those wishing to take advantage of this should send to The Times the names and addresses of the intended recipients, legibly written and accompanied by 25 cents for each name. Wrapped copies will be available on the downtown Los Angeles streets. Handlers of these will mail them on request for 25 cents per copy. The number itself sells for 15 cents per copy.

EVERY MORNING IN THE YEAR Los Angeles Times DAILY FOUNDED DECEMBER 4, 1881.

The Times Building, First and Broadway.

90c per Month DELIVERED BY CARRIERS Single Copies, Daily, 5 Cents; Sunday, 10 Cents.

By Mail, in Postal Zones 1 to 4, including California, Arizona, Nevada, Utah, Hawaii, $12.50; Monthly, $1.05. In Zone 5, including Colorado, Idaho, Montana, New Mexico, Oregon, Washington, Yearly, $15.60; Monthly, $1.30. In Zones 6, 7 and 8, United States, Canada and Mexico, Yearly, $18.20; Monthly, $1.55. POSTAGE PREPAID.

Entered as second-class matter, Dec. 4, 1891, at the Postoffice at Los Angeles, Cal., under the Act of March 3, 1879.

TUESDAY MORNING, JANUARY 1, 1924. VOL. XLIII. NO. 13.

THE DAY'S NEWS SUMMED UP

THE SKY. Raining. Wind at 5 p.m., southwest; velocity, 10 miles. Thermometer, highest, 56 deg.; lowest, 42 deg. Forecast: For Los Angeles and vicinity: Rain. For complete weather data, see last page of this section.

CONTINUED STORY. Daily installment of "Babbitt" will be found on Page 12, Part I.

SPANISH. Digest in Spanish of the most important news events of the day will be found on the sixth page of this section.

LOS ANGELES HARBOR NEWS. Latest news of the arrivals and sailings of vessels in and out of Los Angeles Harbor will be found on Page 8, Part II.

THE CITY. Julian's broker was arrested on charge of refusing to reveal transactions in Julian Petroleum Company. Page 1, Part II.

Editor visiting here declared Bay City is copying Los Angeles plan of building bungalows as well as apartments. Page 1, Part II.

Acting Mayor Workman and Mayor Cryer extended greetings to residents in New Year proclamation. Page 1, Part II.

Petitions for referendum election on "gas grab" ordinances were completed with 54,000 signatures. Page 1, Part II.

Two Los Angeles duck hunters were drowned in icy waters of Elizabeth Lake as craft overturned when they stood up to shoot. Page 1, Part II.

Angelenos choked to death friend by mistake in fight in dark jail cell after trip to Tijuana. Page 1, Part II.

Dist.-Atty. Keyes, charging that the Crime Commission was partisan and inefficient, said he would not pay particular attention to that body's recommendations in the future. Page 10, Part II.

Grand forces of Elks and Exalted Ruler McFarland arrived in city, latter for official session and former on inspection tour. Page 1, Part II.

Rainfall was general in Southland, with more predicted for today and tonight. Page 1, Part I.

Only dry spots were in cafes on New Year's Eve as thousands braved rain for midnight frolics. Page 1, Part II.

PACIFIC SLOPE. Mrs. Alex Keis saw Gov. Richardson on slayer husband's sanity. Page 6, Pare I.

Long Beach nearly doubled bank clearings and building permits for year ended. Page 13, Part II.

Rose Tournament Association announced parade would start today promptly rain or shine. Page 1, Part II.

Col. G. W. Fishback and wife, of Montecito's millionaire colony, were killed when Expog train hit auto. Page 18, Part I.

Carnival at Sacramento over new water system was opened by President in Washington by touching electric button. Page 2, Part I.

WASHINGTON. Mexican rebel protest against government's sale of arms and ammunition to Obregon was ignored by State Department. Page 1, Part I.

President and Mrs. Coolidge prepared to shake hands with 10,000 persons at annual New Year's reception today. Page 1, Part I.

One for You

It is not enough that you own a National Cash Register.

With several thousand types of machines to draw from you are not getting the service that you should have unless you have the machine that is made for your particular business.

Two machines may look alike on the outside and not be at all the same in the functions they perform.

Remember, it is what your machine does for you that counts—not merely that you have a machine.

The best intelligence and ability that money can secure has worked constantly for forty years to accomplish for your particular business just the result that you should have.

The National Cash Register Company

634 South Hope 822-347

C. U. Whiffen, Sales Agent

Make 1924 Another Record-Breaker

Angeles Times DAILY FOUNDED DECEMBER 4, 1881.
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...that you own a Na...er.
...ousand types of ma...m you are not get...at you should have ...he machine that is ...rticular business.
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...what your machine ...counts—not merely ...chine.
...nce and ability that ...as worked constant...to accomplish for ...iness just the result ...e.
...ational ...er Company ...pe 822-347 ...Sales Agent
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To the Readers of the Times Mid-Winter Number

We Wish A Happy and Prosperous New Year!

You will enjoy reading this magazine of facts regarding our city and we trust you will share in the benefits to be derived from the merited growth of Los Angeles and the purchase of well selected real estate which we believe to be the best investment on earth.

Watch Western Avenue

One of the fastest growing Business Streets in the world. We specialize in Western Avenue properties and know values.

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Hoover Promises Bright Year for United States; Good Laboring Conditions Prevail

BY HERBERT HOOVER,
Secretary of Commerce

The important thing in formulating any judgment as to the economic future is an understanding of our present position and of the forces that are in motion for an against economic progress. The following summary is based on the annual review by the department representatives throughout the world.

The economic outlook for our own country for the next year is bright. In general, the world situation is hopeful. The general spirit of prudence, the absence of speculation, complete employment, high production nad the great financial strength and stability of the important States of the Western Hemisphere, together with the promise of the early conference for the systematic consideration of constructive solution of the world's greatest economic menace—Franco-German relations—all create a hopeful foundation on which the new year may build.

An economic weather chart of the world would show three distinct areas: First, the Western Hemisphere, Asia, Australia and Africa, which have made distinct economic progress during the past year, achieving a high degree of economic recovery.

Second, Russia, the Baltic, the Balkin states, the Near East, Italy and Spain, which are still struggling with after-war political, social, currency, debt and budget problems, but yet show undoubted progress in the restoration of commerce and industry.

INFLUENCE SPREADS

Third, an area of economic depression resulting from the occupation of the Ruhr and the collapse in Germany. While most acute in that country, it radiates its depressing influences strongly over Poland, Czecho-Slovakia, Switzerland, Hungary Scandinavia, Holland and Great Britain. France can well be place in this group, because the failure to secure reparations has contributed to an unbalanced budget and the resulting indirect inflation. This has concealed the true situation and has given an artificial and forced draught to the industrial activity. The other countries of the group are suffering from a distressing increase of unemployment.

The German collapse has in less degree affected every other part of the world. The decreased consuming power of Germany and of the states most affected has contributed to the low price levels of food products in the United States and other food-exporting countries. The decrease in her steel and coal production at first gave some stimulus to the production of other countries, but this is now offset by decreased buying power of the depressed area for other commodities. One other effect of importance has been the undoubted substantial flight of capital from many of the states in this area of depression to the United States, resulting in further excessive accumulation of gold here. The economic world has not yet felt the full impact of the occupation of the Ruhr. Were it not for the hope inspired by the initiation of negotiations for settlement of the German problem the situation would be most unpromising for the future.

CAPITAL MOVED

Even with settlement accomplished there will arise considerable problems in readjustment of trade through re-entry of German coal and steel in the markets and through the possible (and to be hoped) return of capital which has sought refuge in the United States from many parts of Europe. During the whole year passed the events of the depression area have at least served to inspire caution in the rest of the world and have contributed to the absence of speculation and, therefore, to their fundamental stability. If it be possible to reconstruct Germany's finances during the forthcoming year, and to secure such assistance to France as will enable the stabilization of the franc, the world will have entered into a period of great hope and much promise of prosperity. Full consummation cannot, of course, be accomplished without a large measure of disarmament in Europe, for the armies today maintained by 170,000,000 people there are up on a scale which, if repeated in the Western Hemisphere, would mean 3,000,000 men under arms—a strain that would have made recuperation almost impossible on this side of the Atlantic, even with the economic strength which this hemisphere possesses.

In agricultural products cotton production increased about 3 per cent; the total bushels of cereals show an increase of about 3 per cent; pork products about 20 per cent, beef about 5 per cent—with a slight increase in dairy produce.

RAILROADS FUNCTIONING

In construction work the large additions to our railway equipment have enabled the railways to fully handle the traffic for the first time since the war, and marks a great achievement. In building there has been about the same floor space constructed but there has been a great shift from public construction to make way for private work, as indicated by the decline of over 20 per cent in public building construction, and an increase of about 15 per cent in residential buildings compared to 1922. This shift from public to private construction is also indicated by the fact that concrete road contracts declined about 16 per cent while the output of cement, however, increased as above.

In transportation, car loadings were increased by about 15 per cent. Cargo traffic through the Panama Canal doubled, it increased 40 per cent through Sault Ste. Marie, and 30 per cent through the Erie Canal. The overseas tonnage was about the same.

Consumption is indicated by the increase in sales of mail order houses by about 20 per cent, in chain stores 18 per cent and department stores about 10 per cent over 1922. Postal receipts were 10 per cent greater than 1922.

The stocks of goods generally at the end of this year are somewhat higher than at the beginning of the year and unfilled orders for steel are lower, as are orders for railway equipment. But the large employment bids fair for big continued consumption of goods.

Price levels maintained comparative stability. Wholesale average prices of all commodities declined about 3 per cent for the year and stand 52 per cent above 1913. Average prices for ground crops increased 15 per cent while live stock declined about 7 per cent. Retail food prices increased during the year about 4 per cent and the Labor Department Cost of Living Index would show an increase of about 4 per cent.

DEBT REDUCED

The national debt has been reduced about $1,000,000,000 during the year; bank debits to individual accounts remained about the same in New York but increased about 12 per cent in the rest of the country. The money in circulation apparently increased about 6 per cent. Member banks show an increase of about 6 per cent in loans and discounts. The reserve ration is about the same as a year ago, that is about 76 per cent. Savings increased about 10 per cent and life insurance sales about 22 per cent. The financial items, therefore, show a general parallel with increased production without inflation.

In summary, the world situation continues under the European cloud of the reparations dispute, unbalanced budgets, unstable currencies, and the political uncertainties of armies in the old allied States greater than prewar. Yet the realization of the necessity to constructive solution of reparations, the constructive aid to Austria and Hungary, and the projects for budget reorganization in other countries all give hope that we have at last taken a turning.

Our own country has exhibited extraordinary strength and progress. The basis of healthy business activity lies in balanced budgets, stable currency, high production accompanied by proportionate consumption, and savings with an absence of speculation, extravagance, and inflation. These things we have in the United States. We have even more in the hope of decreasing taxes. The odds are favorable to 1924.

Fascisti Sum Up Party Work for Past Year

[BY CABLE AND ASSOCIATED PRESS]

ROME Dec. 31.—The directorate of the Fascisti Party today issued a New Year message summarizing the achievements of the organization during the last year and forecasting continued and larger activities for the coming twelve months.

Among the accomplishments it points to is the creation of the Fascisti militia, which it declares has attained a high degree of effectiveness as is exemplified by the manner in which they have acquitted themselves in the fighting against the rebels in Tripoli.

The statement announces that there are in existence 7,112 Fascisti clubs with a total enrollment of 777,702 members.

STILLS ARE NUISANCE

Use Too Much Water and Clog Sewers, Say Officials

MINNEAPOLIS (Minn.) Dec. 31. Stills operating in various sections of Minneapolis are playing havoc with the city water and sewer systems, according to statements by heads of the two deparments.

Landlords are complaining about water bills, only to be met by a report of the department that their tenants are using a continual flow to cool still coils, according to W. R. Young, registrar of the water works. Nearly every time a sewer is reported clogged Earl Illstrup, city sewer engineer, stated, mash or refuse from a still is found to be the cause.

FIRE HORSES GONE

Newark's last make way for new Motor equipment

NEWARK (N.J.) Dec. 31.—The last of Newark's fire horses were "pensioned off" when the five of Engine and Hose Company No. 13, Summer avenue and Halleck street, were retired from active service with ceremonies. The Fire Department now is fully motorized.

A special alarm was sounded, and the horses pulled the old engine and hose wagon from the house to make room for the new apparatus. William J. Brennan, Director of Public Safety, made an address.

WILLIAM D. HOLT

PHOENIX, Dec. 31.—William David Holt, local manager for the Mathews Paint Company, has died in a Phoenix hospital after a short illness. He was a resident member of the Arizona Club, with membership also in the Country and Kiwanis Clubs. Burial will be in Pasadena, where he had spent the greater part of his life, and where relatives have their home.

GOES TO PENNSYLVANIA

[EXCLUSIVE DISPATCH]

FLAGSTAFF (Ariz.) Dec. 31.—Col. W. W. Crosby, who recently resigned as Superintendent of the Grand Canyon National park, has accepted appointment from the Governor of Pennsylvania as consulting engineer on the staff of the State Highway Commissioner, and will be located at Harrisburg.

RECEIVER FOR SHIP LINE

[BY A. P. NIGHT WIRE]

NEW YORK, Dec. 31.—Francis G. Caffey, former United States District Attorney, tonight took charge of the New York and Cuba Mail Steamship Company as equity receiver, to which he was appointed by Federal Judge A. N. Hand.

FRENCH TO OPEN AERIAL RAILWAY

Funicular Station to be at 4068 Elevation

Ready for Passengers at Olympic Games

Cagelike Cars to Travel on Wire Supports

[BY CABLE—EXCLUSIVE DISPATCH]
[Copyright, 1923, Public Ledger.]

CHAMONIX, Dec. 31.—Preliminary contests in the winter sports section of the Olympic Games will be made the occasion of throwing open for passenger travel of a section of the most remarkable aerial railway in Europe. This is the "Aiguille du Midi" line, which was begun in 1909. It will ascend to by far the greatest altitude of any aerial funicular in the world when it is finished in 1926.

The lower terminus of the railway is in the village of Peterins, situated near Chamonix and having an altitude of 3474 feet. The station is to be opened soon has an altitude of 4065 feet, and the line is complete to that point. The cars, which look like big bird cages, have a passenger-carrying capacity of eighteen persons.

THIRD AIR LINE

The line is the third aerial railway built in Europe that is destined for passenger service. One is near Meran, in the Tyrol, and the other, which is at Grundewold, Switzerland, begins in the valley at an altitude of 4119 feet and finds its terminus 1273 feet higher—a mere pygmy in comparison with the Aiguille du Midi line, which will soar to the dizzy heights of 11,481 feet, only 1000 feet less than the neighboring eternally snow-clad peak of Mont Blanc.

The famous railway mounting close to the summit of the Jungfrau in Switzerland is of an entirely different sort from the Aiguille du Midi line. The Jungfraujoch Railway is built below the ground when the snow line is reached. The French road near here soars aloft on wires supported by enormous pylons.

HOTEL AT TOP

Up the sharp rocky sides of the Aiguille du Midi, whose peaks are as needlelike as its name implies, the line mounts approximately 5577 feet to the La Para station, which will be opened late in 1934. The following year will see the line running to the Gare des Glaciers, with an altitude of 7874 feet and giving a splendid view of the Aiguille. It will then climb to the Col du Midi, offering superb panaramas of the glaciers and the peaks above the Valley of Chamonix. Near the Col du Midi station a hotel will be built.

Construction of the aerial railway was interrupted by the war, but taken up again in 1923 on the initiative of Joseph Vallot, director of the Observatory of Mont Blanc. The line will be three miles long. The maximum grade between any two stations is 72 per cent.

CANADIAN EXPORTS TO AMERICA GROW

[BY A. P. NIGHT WIRE]

OTTAWA (Ont.) Dec. 31.—Canada's export trade with the United States increased $37,367,788 in the twelve months ending November 30. Total exports were $419,893,930 as compared with $382,526,192 in the preceding twelve months. An increase of $54,000,000 was reported in wood and paper exports. Imports from the United States increased from $501,445,464 to $615,205,580.

Wishing You a Happy New Year
LYON
FIREPROOF STORAGE CO.
1950 S. Vermont

One of the best known Dentists in Los Angeles

All operations without pain. Free examinations and advice.

Special attention to painless extraction of teeth.

Minimum Prices

GOLD CROWNS, 22K	$ 5.00
PORCELAIN CROWNS	5.00
BRIDGE WORK	5.00
SET OF TEETH	10.00

DR. CARR, Dentist
320-21 O. T. Johnson Building
Broadway at Fourth
Hours, 9 to 5:30. Phone 67353.
Sunday and Evening Appointments.

WATCHES REPAIRED

To add to our fast growing list of satisfied customers we will repair only any American watch for $1.00 and charge wholesale for material used and guarantee its time keeping for 2 years.

$1

REINGOLD'S
521 So. Spring St.

Copyright 1923 Hart Schaffner & Marx

A SALE
of
Women's Coats
tailored by Hart Schaffner & Marx

THE smartest creations of the coat-makers art—and all at substantial reductions for this sale.

Incomparable in style, unequaled in values.

No charge for alterations.

An early selection is advisable.

Third Floor

Silverwoods
INCORPORATED
BROADWAY AT SIXTH
LOS ANGELES

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RUNNING BEAR
Famous Bannock Indian, whose forefathers for ages drank and bathed at Coso.

Acid Stomach, Gas, High Blood Pressure and Rheumatism

Actually Relieved With a Scientific Internal and External Treatment in the Privacy of Your Own Home.

COSO

RED VOLCANIC IRON WATER and LAVA MUD PACKS

from the boiling craters at Coso Hot Springs, Calif. The Red Mineral Water aids digestion, arouses your liver and kidneys; and applying the Volcanic Mud Packs to your body opens and purges the pores of toxic poison. We do not eat poison, but food allowed to remain in the system becomes poison. Elimination means life, and stagnation death.

Order today a month's treatment of Red Iron Water and a course of Volcanic Clay Packs for $26.00. Health is a valuable asset; do not delay. Single bottles of Red Water $1.25, and single jars of Coso Body Clay $3.00 each.

Call at our Hill street office for free drink of Coso Water, read the United States Government's report on Coso Hot Springs and see the most scientific medicinal volcanic exhibit in America.

Coso Hot Springs Inc.,
544 S. Hill St., Los Angeles
Telephone 872-885

ASTHMA

attacks are needless and can be overcome IN ANY CLIMATE. Remlock 100 gives incomparable results. See demonstrator daily 12 to 2 P.M., Sun Drug Store, 8th and Hill Sts. For important information write Remlock Hills Laboratory, 600 S. Hill St., Los Angeles, Cal.

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is a Prescription prepared for
Colds, Fever and Grippe
It is the most speedy remedy we know,
Preventing Pneumonia

Times Want Ads
Times Want-Ads — immediate action,
Quick results and satisfaction.

Railroad Rates and Transportation Costs

Railroad Supplies Up 100%
Freight Rates - - - 32 3-10%
Passenger Fares - 35 3-10%

Freight rates and passenger fares on the Union Pacific System have advanced less than half as much as the increase in the cost of engines, cars and other principal items of railroad expense.

Comparing pre-war prices with those of today we find:

Commodity—	Pre-War Price	Present Price	Per cent of Increase
Rail, per ton	$ 30.00	$ 43.00	43%
Freight Locomotive	26,000.00	64,000.00	146%
Freight Car	1,100.00	2,500.00	127%
Ties, each	.25	.84	140%
Steel (bridges, tanks, etc.) per ton	50.00	96.00	92%
Steel Passenger Coach	12,000.00	25,000.00	108%
Cotton Waste, per lb.	.05	.095	90%
Block Signals, per mile	1,200.00	2,500.00	108%
Switch Lamps, each	4.04	8.40	108%
Fuel, per ton	2.11	2.38	60%
Average annual earnings, per employe	(1912) $884.01	(1922) 1,808.47	104.6%
Taxes	4,668,875.00	13,251,852.00	280%

In the face of these increases, freight rates on the Union Pacific System during the same time have increased only 32 3-10 per cent and passenger fares 35 3-10 per cent.

In 1913 we received for hauling a ton of freight one mile, 9.7 mills; for hauling a passenger one mile, 2¼c. In 1923, these rates were 1.285 and 3.035 respectively. The 1923 freight rate represents a reduction of about 11% under 1921 and passenger fares about 8% under 1921.

In order to earn enough gross revenue to purchase a pint of ink, it is necessary for us to haul one ton of freight 42 miles; for a cross tie, 65 miles; a hand lantern, 91 miles; one freight car wheel, 1117 miles; and one monkey wrench 97 miles.

To pay for a day of track labor it is necessary to haul one ton of freight 236 miles. For a day's wages of a freight train crew 2680 miles. For a day's wages of a machinist 461 miles. For a ton of fuel 263 miles.

The railroads of the United States maintain the lowest rates and the lowest capitalization per mile, while paying the highest wages of any country in the world.

So long as the railroads' cost of doing business remains at the present high level a general reduction of freight and passenger rates cannot safely be made.

Constructive suggestions are always welcome.

C. R. GRAY,
President.

Omaha, Nebraska,
January 1, 1924.

UNION PACIFIC SYSTEM

AUCTION SALES

Los Angeles Auctioneers' Association Official Bulletin

A Very
Happy New Year
To Everybody
WITH AN EXTRA SHARE OF HEALTH,
HAPPINESS AND PROSPERITY
AS ADDED ASSETS

KEMP AND BALL
AUCTIONEERS

AUCTION
25 Rooms Apartment Furniture
10 A.M. Thursday, Jan. 3rd, 10 A.M.
1407 and 1409 West 7th Street

The complete furniture, furnishings, etc., including living room, dining room, bedroom, and kitchen furniture, rugs of all sizes, linen and bedding of the Johnson Apartments. Don't fail to attend this excellent sale and be on hand promptly at 10 a.m. Thursday, January 3rd.

KEMP AND BALL, Auctioneers
162 and 164 W. Pico St.
289-640 289-611
"For Satisfactory Service and Best Results"

ATTENTION! Speculators—Investors Real Estate—Furniture

The Best Buy in Los Angeles!
Sacrificed to Close an Estate
357 S. ALVARADO
Just North of Sixth and Westlake Park.
AT AUCTION
Thursday, Jan. 3rd, 10 A. M.
The Finest Apartment Site in the City
High, Sightly Lot, 100x150, Improved with 2 Buildings—
—3-Story 16-Room Residence — Double House in Rear

Furniture will be sold piece by piece:

Crown upright piano; velvet rugs; mahogany cabinet; mineral cabinet containing lifetime collection collected from four corners of the world; oak dining table; serving table; odd chairs and rockers; Domestic gas range; coal ranges; dressers; commodes; bed davenport; box couch; breakfast-room set; hand-painted china and pictures.

BEYOND DOUBT THE MOST WONDERFUL OPPORTUNITY

Remember—Lot Is 100x150
Located on Prominent Artery Between Los Angeles and Glendale.
DON'T OVERLOOK THIS SALE!
All Bids Subject to the Court's Approval.

Drive west on 6th to Alvarado, north to 357. Take "D" car west on 6th or "H" car west on 7th to Alvarado, north to 357.

C. H. O'CONNOR & SON, Auctioneers
309 Bank of Italy Bldg., 7th and Olive. 871-061

CHINA MUST PAY ON FRANC BASIS

Agreement on Boxer Treaty Upheld by Powers

Refusal of Orientals Meets Cold Reception

Action for Piratical Acts Forthcoming

[BY CABLE—EXCLUSIVE DISPATCH]

PEKING, Dec. 31.—The signatory powers of the Boxer Treaty will not accept China's refusal to pay France and other Latins on a gold franc basis, contending that Huang Fu, while Finance Minister, accepted the gold basis last February, whereas the Cabinet, yielding to the population's demand, now refuses. China's refusal means an indefinite suspension of the Nine Power Treaty and also a suspension of the domestic loan service, thus tying up all customs collections until China yields.

This is likely to inflame national hostility against foreigners, yet it is the only way to compel enforcement of a definite pledge.

JEALOUSY SHOWN

The powers are jealous of any inroads on maritime customs, particularly because Dr. Sun Yat Sen has chosen Morris Chochen, a Canadian Jew and gunman, the present bodyguard of Dr. Sun, for collector of the Canton customs, which are under threatened seizure. The powers are prepared to take direct action against China since the attack by pirates on the British steamship Hydranga, the third recent instance of this kind in Canton controlled waters.

The American Consul at Yunnan Fy reports the safety of Minister Schurman, who dined with the Governor on December 27, thus disapproving the story of the Governor's flight.

The American Consul at Changsha reports that bandits released Dr. Schmalzereid, a missionary who had been taken prisoner on December 20. No particulars are available.

President Tsao Kun offers a reward of $5000 for the capture, dead or alive, of the bandit leader, Lao Yang Jen, who, with 3000 men, is murdering and pillaging in Hupeh province after looting Western Honan.

WIFE OF ARBUCKLE GRANTED DIVORCE

[EXCLUSIVE DISPATCH]

PROVIDENCE (R. I.) Dec. 31.—Mrs. Minta Arbuckle, ex-film star and wife of Roscoe Arbuckle, was today granted a divorce from her actor husband in Superior Court here on grounds of negligence and desertion.

SEINE RIVER OVERFLOWS PARIS BANKS

Boats Held in Readiness if Flood Waters Inundate Center of City

[BY CABLE—EXCLUSIVE DISPATCH]

PARIS, Dec. 31.—The Seine River began overflowing its banks in the suburbs tonight.

Naval officers and sailors, rushed from the Cherbourg base yesterday, hurried to the spot. Troops quartered in the suburbs are engaged in rescue work and preventing pillaging.

Twenty collapsible boats constructed by the army for crossing the Rhine if the war continued are being placed tonight at convenient points along the Seine within the city limits if the rush of water breaks over the river walls.

Many persons who reserved tables at Maxim's for New Year's Eve went elsewhere, fearing the overflow of the Seine would flood the Place de la Concorde and the Rue Royale as in 1910, preventing them from leaving in the early morning hours when the festivities are ended.

ANGELENO BUYS OUT PHOENIX COMPANY

FURNITURE FIRM FOUNDED IN ARIZONA CITY IN 1886

[EXCLUSIVE DISPATCH]

PHOENIX, Dec. 31.—F. E. Cole, for four years past a resident of Los Angeles, has purchased a controlling interest in the Dorris-Heyman Furniture Company of this city and will take over its management. The company, capitalized at $500,000, has its own four-story concrete building. The business was founded in 1886 and, under several firm changes, has been conducted by C. D. Dorris, E. M. Dorris, J. W. Dorris, Berman Heyman, now of Seattle, and F. C. Miller. C. D. Dorris, who retires from the management, retains an interest in the business and will remain in Phoenix, holding the position of director in the Phoenix National Bank and in the Home Builders' Corporation.

The new president for years was assistant manager of the Phelps Dodge Mercantile Company of Bisbee. Latterly he has been interested in the Central Commercial Company of Kingman and Oatman and has been secretary-treasurer of the Northern Arizona Securities Company, a Los Angeles organization which undertook the settlement of large lumber and live-stock interests in Flagstaff, Cooley and other Arizona points.

NOTED SPEAKERS TO ADDRESS CONGRESS

[EXCLUSIVE DISPATCH]

PHOENIX, Dec. 31.—The speakers at the annual meeting of the Arizona Industrial Congress, January 10, include: F. J. Hagenbarth of Utah, president of the American Wool Growers' Association and of the Western Tariff Association; J. Dabney Day, president of the Citizens' National Bank of Los Angeles; Gardiner Lathrop of Chicago, general solicitor for the Santa Fe Railway system; Leslie B. Henry of Pasadena, former Federal Reserve representative, and Roger M. Andrews, vice-president of the Citizens' Trust and Savings Bank of Los Angeles and first president of the Los Angeles Rotary Club.

GRAND JURY TO HEAR EMBEZZLEMENT CASE

[BY A. P. NIGHT WIRE]

OAKLAND Dec. 31.—The case of Bruce Forman, for six years cashier of the freight department of the Western Pacific Railroad company here, who confessed the embezzlement of $25,000 of the company's funds, is to be presented to the county grand jury Wednesday, it was announced today by Dist.-Atty. Ezra De Coto. De Coto said that he would ask that an embezzlement warrant be sworn out against Forman.

NEW YEAR TURKEY DEMAND IS LIGHT

[BY A. P. NIGHT WIRE]

SAN FRANCISCO Dec. 31.—Supplies of turkeys for New Year's Day were in excess of the demand which was generally reported light, the State Department of Agriculture, division of markets, reported today. Fancy dressed turkeys were selling from 23 to 26 cents a pound to the retailers. Undergrade dressed turkeys were in little demand and were selling from 15 to 21 cents a pound.

FIRE RAZES HISTORIC INDEPENDENCE HOTEL

[EXCLUSIVE DISPATCH]

INDEPENDENCE, Dec. 31. — The Norman House, rebuilt after the destructive fire of 1886 by Ormie I. Maira, owner, and conducted by him for many years as an up-to-date travelers' and tourists' hotel, was razed this afternoon by a blaze of unknown origin. Quick response of the firemen confined the fire to one building. The loss was partially covered by insurance.

KAHN HEADS FRATERNITY

[BY A. P. NIGHT WIRE]

CLEVELAND Dec. 31.—Zeta Beta Tau, Jewish college fraternity, elected officers today including Congressman Julius Kahn, California, as head of the society.

A LIFE INCOME WITH TAX ECONOMIES

The Aetna Life Insurance Company of Hartford, Ct., well known for safety and conservation, is now issuing annuities providing annual, semi-annual, quarterly and monthly incomes for life; also Survivorship Annuities for husband and wife, providing income as both while living and to survivor during life. These contracts afford the safest known form of investment and are exempt from certain Federal and State taxes. The yield is satisfactory and all worry incident to investment entirely eliminated.

At age of 60, $1000 produces an annual income of $95.79.

At age of 65, $1000 produces an annual income of $113.21.

At age of 70, $1000 produces an annual income of $134.90.

At age of 75, $1000 produces an annual income of $162.95.

IRWIN J. MUMA, manager, AETNA LIFE INSURANCE COMPANY, fourth floor, Merchants' National Bank Bldg., Los Angeles, Cal.

DEMAND
NEUGO
From your Druggist.

Many people tell us about how they lacked physical stamina and about being so nervous that they tossed and rolled through sleepless nights; that they had little or no appetite; that they were weak and generally run down; that it was difficult to concentrate their thoughts and properly carry on their work, and that they were forced to get up many times during the night because of kidney or bladder weakness. That after taking NEUGO TABLETS they have now regained their normal state of health and how happy they are to again be able to sleep the night through and to feel generally vigorous and physically fit.

NEUGO is a scientific gland food and nerve-tonic, a system revitalizing preparation for the treatment of NERVOUS DISORDERS, general debility, lowered vitality, physical and mental weakness. When there is a feeling of exhaustion and the system is all run down and ambition lags; when the appetite fails and the food tastes flat; when there exists a nervous condition and the whole system feels out of harmony; then NEUGO TABLETS will be found effective in overcoming these adverse and trying physical, nervous and mental conditions by nourishing and stimulating normal glandular activity. Don't let yourself decline into a state of poor health, begin taking NEUGO today and regain your nerve tone and that cheerful feeling—get back that sparkle in your eyes and that fresh, healthy color in your cheeks.

Price $1.00 at all SUN drug stores and all other leading drug stores or direct by mail, if your local druggist cannot fill your order. Standard Drug Company, Offices, 354 South Broadway, Los Angeles, California. Insist on getting the genuine NEUGO TABLETS.

PILES

Internal and protruding Piles Curable without Surgical Operation. My method is safer; less expensive; no hospital confinement; no anesthetic; more humane.
All Rectal Diseases treated in the Office
Send for Free Booklet

G. W. FULLER, M. D.
Specialist in Rectal, Stomach and Intestinal Diseases.
718 Black Bldg., Corner Fourth and Hill Sts.
Office Hours: Daily from 10 to 4; Sunday, 9 to 11.

MAN

What kind are you? Has life lost its thrill? Do you arise in the morning full of pep? Or do you just drag yourself through life? Is anything wrong? If so, what? Find out—you owe it to yourself. This Doctor can tell by a thorough examination FREE. He has specialized over 30 years, treating hundreds successfully. Blood, Skin, Kidneys, Bladder, Prostate Weakness, Nervous and Rectal Diseases, Germ Diseases, recent or long standing. New Methods. Vegetable Medicines used only by himself. Sure. Quick. Permanent. See him without cost. Satisfaction or no pay. Hours 10-6; Sunday, 10-12. 719 Douglas Building, corner Third and Spring Streets.

Keeley Treatment

For the treatment of Liquor and Nervousness Diseases. We permanently remove the craze for liquor, in all cases, and at the same time improve the physical and mental condition.

3400 W. PICO ST., LOS ANGELES, CAL.
Phone 536133.

New Stomachs For Old
Eat What You Like and Be Happy

F. E. CHAMBERLAIN, New Zealand Herbalist, 110 W. 10th St.
Hours: 9 to 5; Saturday, 9 to 1 p.m.
Twenty-seven years in Los Angeles.

For Ready Cash
Parlor Suites
Less Than Half Price *While They Last*

Luxurious Custom made 3-piece Sets. Heavily overstuffed pillow arms, hand tied bottoms and backs, serpentine fronts

$169.00 Finest "Royal Mohair" **$198.00**

Cheaper Than Any Factory or Dealer

2nd Floor 627 So. Broadway 2nd Floor

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Each Sale

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Finest
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ny Factory or Dealer
Broadway 2nd Floor

SPORTS
The Los Angeles Times

TUESDAY MORNING, JANUARY 1, 1924.

EAST AND WEST MEET IN GRID CLASSIC

NAVY AND WASHINGTON TANGLE AT ROSE BOWL

Huskies Rule Slight Favorites Over Middies; Mystery Surrounds Final Work for Game

BY BILL HENRY

The Navy Goat and the Washington Huskie will attempt to butt and bite their way to gridiron fame this afternoon at the Rose Bowl, Pasadena, rain or shine, full house or empty, cloudburst or sunstroke. The kickoff is scheduled for 2:15 and will take place at that time regardless of weather conditions or anything else. Both teams had their final workouts in the Bowl yesterday afternoon and are rarin' to go. The Washington team is a rather pronounced favorite locally, but with no very good reason. Seven thousand seats of the nearly 53,000 remained unsold last night and will be placed on sale at 10 o'clock this morning at the stadium.

Neither team did much in the way of work yesterday, chiefly limbering up while the coaches did the heavy work chasing everybody out of the field for fear they might be spies from the rival camp. Folwell of the Navy was gruff and noncommittal. Bagshaw of Washington was as fussy as an old hen. Each of 'em was as suspicious as a grass-widow of her second husband. Visitors weren't welcome

Huskies have it all over the Navy for weight and the Navy is very fast. The Washington eleven is ponderous and powerful. The Navy is big and tough in the line and fast as lightning in the backfield. Washington's gains ought to be made on line plays and the Navy apparently proposes to shine in open stuff. Each team has a field goal kicker who boots 'em with ease and accuracy.

The coaches are a peculiar con-

(Continued on Page 2, Column 1)

SCORES OF PREVIOUS GAMES

1916—Washington State, 14; Brown, 0.
1917—Oregon, 14; Pennsylvania, 0.
1918—Mare Island, 19; Camp Lewis, 7.
1919—Great Lakes, 17; Mare Island, 0.
1920—Harvard, 7; Oregon, 6.
1921—California, 28; Ohio State, 0.
1922—California, 0; Washington and Jefferson, 0.
1923—U.S.C., 14; Penn State, 3.

Determined to Start New Year Right

Principals in Today's Combat

Les Sherman and George Wilson, quarter and half, respectively, for Washington, appear on the extreme left as they were snapped in practice yesterday. Red Ballinger of the Navy is seen in the center giving the leather a ride, while Capt. Wayne Hall of Washington is at the right, with Frosty, Husky mascot. Below Barchet, Navy's diminutive fullback, is seen swerving down the field. For his kicking and running Barchet is one of the most valuable men on the Annapolis team. Photos by Frank Morris Litchfield, Times staff photographer.

PROBABLE LINE-UPS

NAVY		WASHINGTON
36 Taylor (174)	L.E.R.	(153) Capt. Hall 1
10 Clyde (186)	L.T.R.	(200) Petrie 43
1 Carney (215)	L.G.R.	(189) Bellman 19
37 Matthews (178)	C.	(181) Walters 24
45 Levinsky (187)	R.G.L.	(189) Bryan 23
44 Sewell (195)	R.T.L.	(193) Kuhn 14
11 Brown (167)	R.E.L.	(171) Westrom 8
40 Devens (170)	Q.	(159) Sherman 2
31 Cullen (156)	L.H.R.	(170) Ziel 5
33 McKee (159)	R.H.L.	(176) Wilson 33
38 Shapeley (179)	F.B.	(176) Tesreau 16

SUBSTITUTIONS

Navy—(35) Barchet, hb, 154; (50) Swart, Jr., e, 168; (49) Schreiner, g, 160; (47) Ballinger, b, 169; (46) Vieweg, t, 175; (39) Walker, t, 178; (173) Harvey, b, 160; (42) Brant, t, 195; (22) Powell, g, 175; (28) Caldwell, c, 161; (8) Query, Jr., b, 160; (32) Chillingsworth, t, 180; (48) Zuber, c, 184; (18) Wellings, e, 169; (42) Lentz, g, 210; (7) Kampine b, 182; (27) Forsberg, b, 167; (9) Flippin, Jr., b, 180; (34) Bennet, Jr., e; (41) Hutchins, c, 194.

Washington—(3) Du Bois, e, 182; (6) Guttormsen, q, 150; (9) Hill, b, 158; (10) Smith, f, 172; (11) Beck, b, 156; (12) Abel, q, 170; (13) Greene, b, 169; (17) Davis, f, 160; (18) Erickson, t, 182; (20) Wilson, t, 169; (21) Christie, t, 180; (25) Haggerty, c, 182; (26) Miles, c, 179; (28) Jacobson, g, 191; (29) Lillis, g, 202; (31) Sievers, e, 158; (34) Cole, e, 179; (35) McRae, g, 171; (45) Etherington, t, 184; (46) Bagwell, t, 183; (47) Langhorne, c, 178.

NAVY HASN'T A CHANCE

Mathematical Research Shows That Washington Will Win by Score of 90 to 0

BY BRAVEN DYER

After ruining no less than thirteen lead pencils, two typewriter ribbons, three adding machines, several reams of copy paper, not to mention a befuddled assortment of brains, we have arrived at a startling conclusion in regard to the outcome of the game between the Navy and Washington, scheduled for this afternoon at the Rose Bowl in Pasadena. From the perusal of past scores of both teams there is only one result possible, as far as the mathematics of the thing is concerned.

Washington, rated the second best eleven on the Pacific Coast, will humble the Navy, one of the strongest teams of the East, by a score of not less than 90 to 0, thus establishing not only a record for all East vs. West games, but also a new scoring mark for championship contests.

Here's how it all comes about:

MIDDIES AND INDIANS

The Quantico Marines and the Haskell Indians are equal, as teams go, having battled to a 13-to-13 tie. Michigan beat the Marines 26 to 6, and are therefore twenty points better than the Marines and also the same amount ahead of the Indians. Michigan trimmed Ohio State 23 to 0, which makes the Indians three points stronger than Ohio State. Colgate and Ohio played a 23-to-23 tie and are consequently equal. Haskell is then three points better than Colgate. The Navy knocked Colgate for a 9-to-0 win, and the Middies are thus six points stronger than the Indians. The Olympic club lost to the Indians 7 to 6, so the Navy is seven points better than the club team.

POOR MR. FOLWELL

Stanford beat the Olympic Club 40 to 7 and are thus thirty-three points ahead of them. Nevada and California played a scoreless tie, which puts them equal. California beat Stanford 9 to 0, and is thus forty-two points stronger than the

(Continued on Page 2, Column 7)

HUSKY CHIEF GIVES UP JOB

[EXCLUSIVE DISPATCH]

PASADENA, Dec. 31.—Another case of self-sacrifice in intercollegiate athletics was shown here today when it became known that Wayne Hall, captain of the University of Washington football team, which meets the Navy tomorrow, has taken himself out of the starting line-up.

Hall has informed Coach Bagshaw that candidates for the end positions will play better football and that Washington will have a better chance to win with stronger players in the flank positions.

SPALLA TO MEET FIRPO

[BY CABLE AND ASSOCIATED PRESS.]

MILAN, Dec. 31.—Erminio Spalla, Italian heavyweight champion, has sailed for Buenos Aires, having signed an agreement to meet the South American champion, Luis Firpo.

NEW YORK, Dec. 31.—Dispatches telling of the departure of Erminio Spalla, European heavyweight champion, for Buenos Aires, where he expects to fight Luis Firpo, came as a surprise tonight to Tex Rickard and upset the promoter's plans for a match between Spalla and Gene Tunney, American light-heavyweight champion, which had been announced for February 1 at Madison Square Garden.

"I have an agreement with Spalla's American managers binding the Italian heavyweight champion to an engagement with Tunney February 1," declared Rickard. "Spalla's managers showed me a signed contract with Spalla and I considered them his official representative."

PREP SQUADS MIX TODAY

[BY A. P. NIGHT WIRE]

PORTLAND (Or.) Dec. 31.—With but one more workout before the game tomorrow, the coaches of both the Scott High School eleven of Toledo, O., and the team of Columbia University, a Portland preparatory school, pronounced their teams to be in fine shape for the New Year's Day tangle on Multnomah field. "Doc" Berlin, Scott trainer, announced that the long trip by train had no bad effects on his men and that they are prepared for a hard game.

"Clipper" Smith, Columbia mentor, told his players that if they performed as well as in their last games of the season they would have nothing to fear.

Members of the Scott party were guests of honor at the luncheon of the members' forum of the Chamber of Commerce.

NEW MEXICO FOUR WINS

[BY A. P. NIGHT WIRE]

SAN ANTONIO (Tex.) Dec. 31.—New Mexico Military Institute and Oklahoma University won in the intercollegiate event of the San Antonio midwinter polo tournament today. New Mexico defeated Colorado Agricultural College, 8 to 0, and Oklahoma nosed out Texas A. & M., 3 to 0.

Arizona meets Oklahoma in the last scheduled game of the tournament Tuesday. Should Arizona lose New Mexico and Arizona will be in a tie for first honors and a play-off will be necessary.

Matamoros, Mex., located opposite Brownsville, Tex., plans a 130-day winter horse racing meet beginning this month. The town boasts a mile track with a three-quarters chute and grand stand to seat 5000. There will be six days horse racing and bull fighting on Sunday for the Mexican fans.

Manager Connie Mack of the Philadelphia Athletics will reconstruct his left and right-field stands into double-decked pavilions in time for the opening of the 1924 American League race.

DOPE ON THE EAST-WEST GAME

United States Naval Academy eleven vs. University of Washington.

The game will positively be held today, rain or shine.

The kickoff will take place at 2:15 sharp.

There will be 7000 good seats placed on sale at 10 a.m.

Navy colors blue and gold.

Washington colors purple and gray.

Stribling and Rosenburg to Tangle Today

[BY A. P. NIGHT WIRE]

NEW YORK, Dec. 31.—The New Year in metropolitan fistic circles will be ushered in tomorrow with an unusual array of attractions, headed by a twelve-round match at Newark, in which Young Stribling, Georgia schoolboy, will battle Dave Rosenburg, Brooklyn middleweight.

Stribling gained fame last October by holding Mike McTigue, the world's light heavyweight champion, to a draw.

Stribling has been training under the direction of Pa and Ma Stribling, at Freddy Welsh's farm in New Jersey, and also has had some aid from Jack Dempsey, who has reserved ringside seats for tomorrow's bout.

The fighters have agreed to make 166 pounds.

Two other promising fight cards are on the holiday program. Jack Williams of Baltimore, former bantamweight champion, who is attempting a comeback, will battle Midget Smith at a local club, while on another card Eddie Brady of Brooklyn is matched with Bobby Garcia of the Army, in a featherweight tussle. Bud Taylor, Chicago bantamweight, is pitted against Sammy Nable of New York.

Marquette University will present a hockey combination this season.

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Jockey Petzoldt Adds Luster to Culver City Pilots

CLEVER RIDER PLEASES FANS

Jockey Petzoldt Makes Hit at Culver City

Owners Flop Dow... ...Nags of J. B. McGinn

Three of Best Horses at Track Claimed

BY ED O'MALLEY

One of the greatest jockeys that ever swing a leg over thoroughbreds in California showed his wares at the Culver City race track yesterday afternoon in the form of Master Petzoldt. The newcomer is with the Sun Flower stable, which arrived at the course from New Orleans twelve strong yesterday morning. Petzoldt had the mount on Tutt in the fourth race, a dash of one and one-eighth miles. Tutt outclassed his field and won as he pleased. The new jockey, however, was not called on to show any finishing powers, but the manner in which he held his mount together in front and his graceful horizontal poise challenged comparison with Pilot Sande, regarded by many as the best American rider in the last decade. Petzoldt will frequently be seen in the saddle from now on, as the Sun Flower menage is in racing condition and will be started often.

HIT AT McGINN

The owners at Culver City are legitimately making life miserable for J. B. McGinn. For two days in succession McGinn has seen three of his best steeds claimed out of races. Gold Bryan was grabbed Sunday out of the fifth race by B. Warren. Bob Baker and Zing yesterday took a sorrowful farewell of McGinn, Bob going to N. J. Palmer, who had Lone Pine in the fifth race, and Zing to Mrs. M. B. Sutton, who had Paula in the sixth race. The three McGinn ponies are rather classy and should prove paying investments for their new owners.

A lowering sky and chilling winds yesterday kept the attendance down to the thirty-third-degree regulars. Despite the inclement conditions the racing proper was excellent, several of the finishes finding well-clustered fields in the closing strides.

SOME CELERITY

Probably the greatest burst of speed for a short distance that has cropped up at the meeting thus far was that displayed by Quincy Ward in the fourth race, a scramble of five furlongs. At the barrier's rise Quincy darted to the front with the swiftness of a scared gazelle and opened up a tremendous gap on his combanions. In the last sixteenth, however, he faltered for a spell, when he was challenged by Horinga, but rallied under severe urging near the end and just lasted long enough to get his neck in front. Some slight jarring took place between the two when they locked, but hardly enough to change the result or challenge judicial censure.

The 100 days' meeting is now in its eighth day. Earl Moore, who is bank-rolling the venture, is not in the least discouraged because the attendance has not come up to expectations. He is about to enter on a vast campaign of advertising and is firmly of the belief that when the sport-loving element in and around Los Angeles begins to realize that the meeting is high-class in every particular and clean-cut throughout it will come along quickly with its generous support.

POOR WEATHER

The weather thus far has not been of the kind that conduces to big gatherings. A few clear, mild days, according to Moore, should show a big increase in the box-office receipts. Next Friday will be ladies' day. The fair sex will be admitted free to all parts of the grounds. The summaries follow:

First race, six furlongs—Zettie won; Laura James, second; Slow, third. All Bright, Calgar, Rainbow Reliable, Dishwood, Pokey S., Boy Ball and York Lassie also ran. Time: 1:18.

Second race, five furlongs—Lassiter won; Bobbie Li Mills, second; Faith, third. Don't Wait, Shiloh Jane, Edna Y., George Kelley, Harry K. Thew, Montgiers, Rose Model also ran. Orpheus and Chai Sing scratched. Time, 1:02 2-5.

Third race, one and one-eighth miles—Tutt won; Topmast, second; Curt, third. Bill Sparks, Rhymer and Rag Doll also ran. Time, 1:58.

Fourth race, five furlongs—Quincy Ward won; Horinga, second; Miss Maben, third. Dude Adams, Effie Randall, Three X and Rubicrel also ran. The Boy Favorite scratched. Time, 1:00 4-5.

Fifth race, one mile—Bob Baker won; Lone Pine, second; Mr. X., third. Billy Sheer, Dairyman, Freddie Fear, Lone's Boy, Townsentha and Wayback also ran. Time, 1:42.

Sixth race, six furlongs—Zing won; Merry Lass, second; Paula, third. Charlotta and Waiga also ran. De Adroit and Cassabianca scratched. Time, 1:15.

Sports of 1924

BY FEG MURRAY

THE START OF THE BIG RACE

"Ready, kid, come to your marks. You're game to try it, but I don't think you have much chance. But then, that's what they told me when I started a year ago today. Why, just listen, son, how can you expect to beat these records—the most sensational year of heavyweight boxing ever known, the most dramatic year of golf in history, with champions crowned in play-offs or in extra-hole matches, a wonderful year in baseball with a thrilling ending in the World's Series? Oh, you might as well take it easy; you can't beat 'em, that's all!

"And football too, wow! What a season it was! Super-heroes, startling upsets, huge new stadiums, filled to overflowing, new records in attendance just as there were in the other big sports! Well, get set, boy. Ta-ta, good luck, and Happy New Year! BANG!!!"

[Copyright, 1923, Associated Editors.]

OBSERVATIONS by the INNOCENT BYSTANDER

W.M.H.

The two out of three sets victory of Walter Westbrook and Harvey Snodgrass over Bob and Howard Kinsey of San Francisco on Sunday will bring a lot of hope into the heaving bosoms of Southern California tennis fans despite the admitted fact that the Kinseys were laboring under numerous disadvantages, such as borrowed rackets, lack of practice, strange courts and so forth. Up to the present time the Kinseys could lick any pair we could produce when armed only with whisk brooms or palm-leaf fans, so we are at least improving.

Apparently Snodgrass and Westbrook are going to develop into a rather wicked pair of young men on the court, although their team play at present leaves a lot to be desired. Both play strong, all-around games, and gallop to the net with great gusto on all occasions. They force the play at all times, and ought to be able to give the best teams in the country a good battle by the time the summer rolls around.

* * *

The noble British—or near-British—pastimes of soccer, cricket and lacrosse seem to be taking root in our vicinity in earnest. Lacrosse is Canadian enough to be classified as British, and of course soccer and cricket are as English as the blooming Prince of Wales. These games are games that are played purely for the sport of playing 'em, and as such are something of an education to our American public, which likes sports for the fun of looking at 'em rather than taking part in them, consisting of Sherman, Ziel, Abel and Wilson, is big and powerful and fast, while the line looks as though it could push Mt. Wilson over. They will outweigh the Navy by a pretty good margin. Ziel, Wilson, Abel, Sherman and Tesreau are all individual backfield stars.

The Navy eleven is big in the center of the line and out to the tackles but is rather light in the backfield. A little guy named Barchet, who has been a Navy star for a couple of years, was running around like a flea on a hot griddle yesterday and looks like a real star. Red Ballenger, former San Pedro High star, was drop-kicking 'em from all over the field without a miss.

The Huskies arrived via the S. P. early yesterday morning and were herded on board a cavalcade of Buick (advt.) automobiles and whisked over to Pasadena. We have the affidavit of Graduate Manager Darwin Meisnest of the University of Washington that the said means of conveyance were Buicks (advt.,) which brings up an important matter. In our thrilling account of the arrival of the Middies in yesterday's issue of America's greatest newspaper we stated that the Middies boarded a fleet of Buick (advt.) gocarts.

MAYBE FLIVVERS

An excited individual called up yesterday to inform us that they weren't Buicks (advt.;) they were Packards (advt.,) which, it seems, is a much more horrible faux pas than that of answering the telephone and saying "Hello, Imogene," when your wife calls up and her name happens to be Hortense.

Upon advice of our personal counsel, Mr. Gerald D. M. Pidge, L.L.B., H2O, SOL, we refuse to admit that the said Buicks (advt.) were Packards (advt.) but rather substitute the following, "boarded a fleet of Buicks (advt.), Packards (advt.), Studebakers (advt.), Stars (advt.) or other allegedly self-propelled vehicles, conveyances, motor cars, automobiles or other means of transportation resembling ne another in the matter of having radiators of a form, shape and general description allegedly first used on said Packard (advt.) cars and likewise similar in the matter of having a wheel on each corner, etc."

We hope the above makes the matter entirely clear to everybody although admittedly leaving us somewhat mystified as to the magnitude of our crime. If the above explanation is not satisfactory we would rather admit we were wrong than have to discuss the matter any further with Attorney Pidge.

It is interesting to see that the Southern California players are doing so well. Last year they didn't make such a hit when they went north to tackle the San Francisco soccerites, and their victory on the Sabbath is quite refreshing. When fellows play a game as tough as football just for the fun of playing it, when, according to American age standards they ought to be confining their athletic endeavors to playing stud poker, it's a fine thing to see them successful.

* * *

When Bob Folwell, present coach of the Annapolis Middies, was out here several years ago with the Pennsylvania varsity, which was beaten by the Oregon eleven, 14 to 0, his aggregation was soundly whipped despite its admitted class. Heinie Miller at end, Mathews at tackle, and Barry and Bell in the backfield, were all supposed to be all-American stuff, and undoubtedly were in mid-season, but they were out of their depth against the tough lumberjacks from the Northwest.

The funny part of the game was the fact that the disdainful Pennsylvanians were out-talked by the Oregonians, which was hardly to be expected in view of the pert appearance of the easterners. Big Johnny Beckett and Ken Bartlett and Brick Mitchell simply kidded the Penn linesmen to death, Beckett in particular taking the greatest of pleasure in asking Heinie Miller why they weren't using "this guy Miller, who made the all-American?"

Georgia Tech despite absence of a gymnasium is taking up boxing in earnest this winter.

WASHINGTON BATTLES NAVY

(Continued from First Page)

and were so informed.

HUSKIES HEAVY

From what could be seen the trast. Folwell is an old timer and is as hard boiled as they make 'em. He is secretive to an extreme, and as gruff as they make 'em. He drives his team savagely through their drill and roars whenever they juggle the ball. The Middies apparently are accustomed to the roaring and pay little or no attention to it. Folwell is defiant. He doesn't give a whoop what anybody thinks. He figures he has a good football team, though light and lets it go at that.

With Baggy it is different. Up in the great Northwest, where men are men, they breed weeping coaches. Gilmour Dobie, old man Pessimism's favorite son, was the first. Gloomy Henderson of U.S.C., who used to coach in Seattle, is another and Gloomy's tears have doubled the annual rainfall of the State for the past four years. Baggy is another one and his weeping makes him the wettest thing we've seen since the night before the Eighteenth Amendment went into effect.

SOFT-HEARTED

Baggy is so tender-hearted that a case of dandruff sets him to crying piteously while he can become positively hysterical if one of his players cuts himself with his safety razor. He has shed more tears over Elmer Tesreau's boils than the Kaiser did over the fracture of the Hindenburg line. Imagine what he could have done with a guy like Job.

Anyhow the Huskies look like a great football team. The backfield which he apparently will start,

WHAT COACHES HAVE TO SAY

Coach Bagshaw: "My boys are in good shape and I expect them to win. We know the Navy is a good team, but I think my outfit will prove too powerful. The wet weather will not bother us."

Coach Folwell: "The midshipmen are naturally a bit depressed over the wet weather, as we had hoped for a dry field, but they know what to do in the mud, and will be in there doing it. I look for a fine showing by my men."

N. A. A. F. BUCKS A. A. U.

Selection of Olympic Athletes by Union Protested by Federation at Annual Meeting

[BY A. P. NIGHT WIRE]

WASHINGTON, Dec. 31.—A resolution favoring removal of all foreign control in the selection of athletes to represent the United States in Olympic Games and the placing of full powers of selection in the hands of the American Olympic Association, was adopted by the National Amateur Athletic Federation today at its annual convention here.

The federation also went on record as favoring selection of athletes by the contending institutions for all international contests other than the Olympian games without the necessity of outside certification.

The resolution was precipitated by discussion of the case of Charles Paddock, star sprinter of the University of Southern California, whose recent suspension by the Amateur Athletic Union has caused much comment.

At present the selection of athletes for the Olympian games is in charge of the A.A.U., and the American Olympic Association, the A.A.U. being the American representative of the International Athletic Federation.

The arrangement favored would enable the American Olympic Association to make selections on its own initiative, as well as to sanction recommendations made to it. Under present rules, the association has no power of initiative.

The federation voted to increase its executive council to twenty-one members, the nine new members to be women.

A resolution which would prohibit the federation from holding an athletic contest without the approval of the member organization directly in charge of that branch of athletics, was left in the hands of the executive committee for further consideration.

Four organizations admitted to membership were the National Association of Directors of Girls' Camps, Western Washington District Amateur Athletic Federation, Southern California District Amateur Athletic Federation, and the Inter-Mountain District Amateur Athletic Federation. Articles of affiliation with the Philippine Amateur Athletic Federation also were approved.

Henry C. Breckenridge, former Assistant Secretary of War was re-elected president; the three vice-presidents elected were General Palmer E. Pierce, president National Collegiate Athletic Association; Dwight L. Davis, Assistant Secrptary of War, and Elwood Brown.

The latter's election as third vice-president, carried with it the functions of executive officer of the federation.

The federation also passed a resolution urging Congress to appropriate not less than $1,500,000 and provide the necessary land for the erection of a memorial stadium in Washington to American soldiers, sailors and marines killed in the World War.

Elimination of Tryouts Asked by I.C.A.A.A.A.

[BY A. P. NIGHT WIRE]

NEW YORK, Dec. 31. — What amounts to the elimination of qualifying rounds in the intercollegiate high jump and pole vault, has been recommended to the intercollegiate severe on the frail competitor, as College Track Coaches of America.

Under the existing scheme qualifying rounds in these events are conducted on the first day of the annual eastern college track and field championships, and the final rounds on the second day. The coaches would confine high-jump and pole-vault competition to a single day.

Harry L. Hillman, coach at Dortmouth, and secretary of the coaches' association declared in outlining one plan:

"Two-day competition is rather severe on the frail competitor, as competition in the trials is as strenuous as the finals. A jumper or vaulter loses his spring in the two-day competition and it is our recommendation that the competition in these events be confined to the last day of the meet and started two hours earlier than has been the custom."

It was pointed out that qualifying competition in the two events differs from that in all other field events. In the high jump and pole vault, the qualifying marks do not hold good for the finals, whereas in the broad jump, shotput, hammer throw and other field events, the individual marks made in the qualifying rounds stand to the credit of the contestant unless he surpasses them in final-round competition.

HANS WAGNER'S STORY

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Chapter XIX

DO YOU KNOW A BONEHEAD WHEN YOU SEE ONE?

BY HANS WAGNER

The most misused word in all baseball, to my way of thinking, is bonehead. Anytime I hear some spectator yell "Bone!" or "Bonehead!" at a player, I always turn to look. Eight times out of ten the man who used the expression is the bone himself. It is quite common among fans to call any play they do not understand a bone. It sort of sounds smart to them, I reckon.

People are queer things, at that. Why is it, I've often asked myself, that some spectators take more joy out of seeing somebody pull what they call a bone than they do at seeing him make a wonderful play?

Of course, there have been some very funny bone plays in baseball, plays that are just as funny to the players as to the fans. At other times, though, players make a really wonderful play only to have it labeled a bone simply because the fans do not understand baseball well enough to get the point.

To give you a case in point:

Heinie Wagner, at one time a star with the Boston Red Sox, was terribly berated one day for pulling a bone when as a matter of fact he had pulled one of the smartest plays I ever heard of.

Heinie was on second with one out when he got the signal for the hit-and-run play. With the swing of the pitcher's arm he started for third. The batter hit the ball all right, but Heinie could see it was a soft liner going straight into the shortstop's hands. If it was caught Heinie would be doubled up at second.

So Heinie stood still and let the ball hit him.

"Oh, you bone—you bonehead!" yelled the fans.

The next day the newspapers even accused him of pulling a bone.

As a matter of fact, his smart thinking prevented a double play. Wagner was called out for being hit by a batted ball, of course. But that had prevented a double play, and the batter was credited with a hit. Under the rules, you know, if a base runner is hit by a batted ball he is out and the batter gets a hit.

Nobody ever stopped to think that Heinie Wagner had figured out that situation in a flash and had solved it. Instead, they called him a bone.

HE HAD IT ALL DOPED OUT

Fred Merkle will go through life being called a bonehead simply because of his failure to touch second in that famous game with the Cubs. In 1913, in the last game of the world's series, he was again called a bone for attempting a play that was really a clever piece of thinking that didn't go through. He was merely the victim of hard luck. Fred Merkle is one of the smartest men playing baseball.

In that particular game Merkle was badly crippled, but managed to go through on one good leg. Murphy was on third and Baker at the bat in the last inning.

Baker hit a hot grounder to Merkle, who fielded the ball cleanly. He then made a bluff throw to stop Murphy and did so. It was his purpose then to touch Baker as he passed, and finally make a real throw for Murphy, getting both men. It was a quickly thought out play. But it went wrong.

After bluffing Murphy back to the bag Merkle turned to touch Baker, who was coming on top of him. On account of Merkle's crippled condition, Baker dodged him and got to the bag safely. In the mix-up Murphy made a new start and got home.

Everybody called Merkle a bonehead and the newspaper writers did a lot of kidding about it. Ballplayers, though, appreciated that Merkle had attempted to make a wonderfully smart play—one that would have gone through nine times out of ten.

I don't want to get in any argument with my newspaper writing friends but they do many a ballplayer wrong when they roast him about something they don't understand. Those boys can pull bones just the same as ballplayers.

I had a chance one day in Pittsburg to see a ball game played between the scribes out at Schenley Park. The manager of one of the teams was crazy to win and was trying to be a strict general like he thought McGraw or Fred Clarke might be.

DID HE TAKE CHANCES?

His side had the bases full and this manager got so eager that he reached over to the runner on first and hissed in his ear.

"Steal second. Go on, steal it!"

"I can't," said the other newspaper player. "There is a man already on second."

"Never you mind. I am the manager. You do what I say. Go on. Steal that bag."

The runner hesitated again.

"Run, or I'll knock your block off and shove you off that bag."

With that this smart manager threw a handful of dirt at his runner and shoved him off the bag. He started all right.

Well, you should have heard the uproar. But when the commotion was over and the ball had been thrown wildly four or five times the three runners had scored.

Now, I ask you, would you call that a bonehead play or would you give the manager credit for taking chances? I'll say he took 'em, all right.

I saw Bill Hinchman called a bonehead in a game at Pittsburg one day for really carrying out his end of a smart play.

We were playing against the Phillies and Alexander was pitching. Hinchman laid on the ball for three bases and with one out it looked like a good chance for a score. Hinchman got the sign for the squeeze play.

To work a squeeze play properly the man on third starts for the plate with the pitcher's swing. Alexander had caught the sign, or had outguessed us, and deliberately pitched out to Killifer, the catcher.

When Killifer turned to throw, Hinchman, of course, was fifteen feet off third base. He had started home. As a result he was caught flat-footed.

"Oh, you bone!" screamed the fans.

Just then Killifer turned loose the ball, and it was a wild peg far over the third baseman's head. Hinchman came on home and scored.

"Oh, that lucky break!" cried the fans.

WHAT WOULD HE DO WITH IT?

The next day the newspapers even had fun with Hinchman for pulling a bone and being lucky enough to score on it. All he had done was to go through with the squeeze just as he had started. Naturally, he was off the bag. He had to be. The fans and experts never stopped to figure it out that the squeeze play was on and that Hinchman was playing it properly even if Alexander didn't get on to it.

Talking about real bone plays, though, I saw a base-runner on one of the National League clubs try to steal a base in the ninth inning when there were two out and the team was eight runs behind. Can you beat that one! We all asked him what he would have done with the base if he had stolen it. One run didn't amount to anything. It would take nine to win. Why put the side out? "Don't know?" he admitted, "but that base looked so big down there I just thought I'd steal it."

I saw another base-runner try to steal home when the bases were full and there were two out and there were two strikes and three balls on the batter. That I would regard as the champion bone.

There have been several instances where a runner tried to steal third base with the bases full. A fellow once did that when Arlie Latham was standing on third. He looked down and saw the other base-runner sliding into his legs.

"Hey, get t'ell out of here," he said, kicking at the bone-headed runner. "Where'd you come from?"

This is not exactly a bone, but it's odd: I saw Pete Browning drop to his knees in trying to dodge a wild pitch one day when his bat, coming around the wrong way, hit the ball down the left foul line for a two-base hit.

ROBERT PIERCE COPS TULARE GOLF HONORS

[EXCLUSIVE DISPATCH]

LINDSAY, Dec. 31.—Robert Pierce of Lindsay took honors in the golf tournament among young men members of the Tulare County Golf and Country Club, a recent sporting event of the links, and was awarded the trophy, a steel shaft driver. Participants were required to be 16 years of age or under. W. O. Johnson of Lindsay awarded the trophy in an effort to stimulate interest among younger men of the county in the game.

Billy Miske weighs 181 pounds.

ABADANE TIJUANA VICTOR

[EXCLUSIVE DISPATCH]

SAN DIEGO, Dec. 31.—Abadane, one of the consistent winners at Tijuana last year, but an in and outer this year, came to life today to win the feature race, defeating a band of sprinters at six furlongs, and coming under the wire pulled up. All Over, paired with Abadane as the Irwin entry was second and Wild Heather, third.

Verarita came over in the first race at outside prices, the favorite Fort Churchill, finishing out of the money. Another upset occurred in the last race, which went to Louis. The popular choice Runta Gorda finished seventh.

The results:

First race, five furlongs: Verarita won; Hilldale, second; Joe Taj, third. Time 1:02 3-5.

Second race, five furlongs: Sophia Goldman won; Billy Joe, second; Operator, third. Time 1:03 3-5.

Third race, five and one-half furlongs: Fiats Glorious won; Dollieann, second; Fiva, third. Time 1:09 3-5.

Fourth race, five and one-half furlongs: Queen Catherine won; Solon, second; Bachalili, third. Time 1:09 2-5.

Fifth race, six furlongs: Abadane won; All-over, second; Wild Heather, third. Time 1:13 4-5.

Sixth race, one mile and one-sixteenth: Beaux won; Blarney Stone, second; Dorina, third. Time 1:49 3-5.

Seventh race, one mile and one-sixteenth: Moonfire won; Olman, second; Nebraska Lad, third. Time 1:49 3-5.

Eighth race, one mile and 70 yards: Louis won; San Heinz, second; Wedding Prince, third. Time 1:57 4-5.

TRADITION DEMANDS

above all else that your Evening Clothes must be correct in style.

What to Wear in 1924

BUSINESS DRESS
Sack suit or business cutaway with trousers to match. Waistcoat of same material or fancy, negligee shirt with attached cuffs, four-in-hand or bow tie, derby or soft hat.

OUTING AND COUNTRY WEAR
Norfolk jacket and knickers, or trousers to match, negligee shirt with soft collar. Soft hat. Fancy buttoned-thro loose fitting overcoat.

INFORMAL DAY AFFAIRS
Braided black or Oxford sack coat with trousers, waistcoat and haberdashery similar to cutaway. Derby or soft hat.

FORMAL DAY AFFAIRS
Cutaway of black or Oxford, braided or plain edge. Striped worsted trousers. Waistcoat to match coat or linen. High silk hat. White stiff shirt with single cuffs; poke or wing collar, solid color four-in-hand or bow tie. Tan or chamois gloves. Patent leather buttoned shoes or Oxfords with white or tan spats. Chesterfield overcoat.

FORMAL EVENING FUNCTIONS
Full dress coat and silk braided trousers of same material; white silk, white linen or pique waistcoat. High button patent leather shoes or patent leather pumps—high silk hat. Stiff bosom shirt with single cuffs; poke or wing collar, white linen bow tie to match shirt. Pearl or mother-of-pearl studs and waistcoat buttons that match studs. White kid gloves; solid black silk hose. Chesterfield, Cape or Inverness overcoat.

INFORMAL EVENING AFFAIRS
Dancing and the Theater—Black, Blue or Oxford Tuxedo coat, silk braided trousers to match. Black silk waistcoat. Soft felt or derby hat, never high silk. White shirt, stiff or soft-bosom; wing or turn-down collar with black bow tie. Gold studs and links to match. Patent leather or dull black shoes or pumps; black or gray sock. Gloves of gray, tan kid or chamois.

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HAPPY NEW YEAR and don't forget our big annual bonafide 10% reduction sale. See classified ads.

7000 Football Tickets
NAVY VS. WASHINGTON
GO ON SALE AT THE PASADENA STADIUM AT 10 A.M. TODAY.
GAME CALLED AT 2:15 SHARP, RAIN OR SHINE.
There are some good seats left. First come, first served.

The Great Agricultural Journal of Pacific Southwest
FARM AND TRACTOR MAGAZINE
Of the LOS ANGELES SUNDAY TIMES

NAVY HASN'T A CHANCE

(Continued from First Page)

club eleven. Nevada and California are equal and therefore the Sagebrushers are some forty-two points better than the Olympic Club. U.S.C. trimmed Nevada 33 to 0, and are thus seventy-five points in front of the clubbers. Washington sank the Trojans, 22 to 0 and can therefore be reckoned ninety-seven points stronger than the Olympic team.

If the Navy is seven points to the good over the Olympics, and Washington is ninety-seven points stronger than the club outfit, then the Middies are due for a 90-to-0 drubbing this afternoon.

The above is, of course, straight dope, all dope, and one of the finest reasons we know of for betting anything from the family album to a week's wages on the Middies.

MULDOON ENDS REIGN AS BOXING CHIEFTAIN

[BY A. P. NIGHT WIRE]

NEW YORK, Dec. 31.—William Muldoon today ended a stormy two-year reign as chairman of the New York State Athletic Commission, boxing control organization. No formal announcement was made, but John E. Vanderbosch, of Schenectady, who resigned as deputy commissioner, declared today's meeting was Muldoon's last.

GOTTLIEBER STARS MEET MEYERS'S CLUB

The Gottlieber All-Star will play the Myers's All-Star at Azusa today, provided Old Man Jupe Pluvius doesn't break up the contest. The fracas is scheduled to start at 2 o'clock, and as the clubs are evenly matched a hot tilt is anticipated.

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fa, four-in-hand or bow tie.

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Striped worsted trousers.
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ds with white or tan spats.

material: white silk, white
ier shoes or patent leather
cuffs; poke or wing collar,
er-of-pearl studs and waist-
solid black silk hose. Ches-

Tuxedo coat, silk braided
t or derby hat, never high
down collar with black bow
her or dull black shoes or
id or chamois.

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You'll find the smartest styles and only the finest quality. There are sizes, models and patterns for every taste. Your satisfaction is guaranteed during this sale as it is at any other time.

AUTO RACES SANCTIONED

International Motor Contest Body Passes Favorably on Opening of New Ascot Speedway

The International Motor Contest Association, composed of the officials of forty-four State fair organizations and a large number of eastern and Middle West track owners, declared by George A. Bentel, president of Ascot Speedway Association, to sanction and supervise 95 per cent of the motor-car races in the United States and Canada, has issued sanction for the opening of the newest speedway on January 20.

Charles H. Branaman, prominent local sportsman and auto-racing enthusiast, was named representative of the organization for Southern California. Branaman will issue a license for the track as soon as the course is completed and passes the safety requirements of the International Association.

"All we want is to have those who have witnessed board-track racing take one look at the brand of competition which will prevail at Ascot," said Bentel. "The track, from the viewpoint of the spectator, is far ahead of old Ascot. The races will be closely contested with blanket finishes the rule rather than the exception. Our prize money for the season will exceed $200,000."

The Pacific Electric and Los Angeles Railway companies are making extensive changes in their lines touching Ascot entrance. Adequate terminal facilities for the rolling cars and loading platforms for the Pacific Electric Pasadena line are being constructed.

TWO NEW CHAMPS IN SPORT WORLD

The sporting world has two new champions in the moving-picture colony. The first American tournament of the great English game of badminton, called "Dour" in this country, was played this week on the courts of the Pickford-Fairbanks lot and was won by Elmer Cravener and Charles (Chuck) Lewis.

The cup was offered by Douglas Fairbanks and was won after a heated contest that comprised three elimination sets, two semi-finals, and one final. The playing was spirited and the big gallery that watched had many moments of suspense. The individual playing was brilliant and in the final Tommy Clark and Willard Hedge developed a wonderful offensive, which seriously threatened the lead of the champions.

AUSTRIAN FOOTBALL TEAM TRIMS DUTCH

[BY A. P. NIGHT WIRE]

PARIS, Dec. 31.—For the first time since the war an association football team representing a former enemy country was seen in action in Paris today, and was victorious.

The eleven, composed of Austrians and sporting the title "First Vienna," defeated a Dutch team, 5 to 0.

The French team, "The Red Star," defeated another French team, the "Stade Francaise" 2 to 1. Red Star meets the Viennese tomorrow, Stade playing the Dutch team.

Lynchburg (Va.) contemplates spending $100,000 on a municipal stadium for professional baseball and college sports.

LITTLE LESSONS IN Big Sports

What is to be said as to the relative merits of the individual star team as compared with mediocre players using good teamwork?

Answered by
W. E. MEANWELL

Coach, University of Wisconsin, inventor of the short passing game, the criss-cross attack and the five-man defense. Always has a dangerous and leading team in the conference.

* * *

The individual star team, when operating smoothly, is almost unbeatable. However, let some combination of circumstances array against it, such as a hard trip, which fatigues the men and so throws them temporarily off shooting form, or a particularly close guarding opponent team, or, frequently, let overconfidence be present due to supposedly weak opposition, and the star team meets an unexpected defeat. On the contrary, a team which bases its chances primarily on combination work has far fewer upsets, and rarely meets a wholly unexpected defeat. Such a team will win its victories by smaller margins than the teams of stars, but will consistently defeat all weaker opponents, usually defeat its equals and frequently defeat its marked superiors, judged from the standpoint of material.

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United States Naval Academy football eleven will play Princeton at Princeton, October 16, 1924.

Weekly Health Talk
by Barclay L. Severns

ARTICLE LXXX

Resolutions should be made for their value to one and should be given forethought; and not made unless one contemplates carrying them out. They should be made seriously, and should have for their purpose the correction of a weakness and for one's future betterment. The suggestion of good resolutions proves to us that we have failed to the extent of not having done our best and are desirous of improvement that thought may be applied to business, home life or health. It should mean an improvement in everything we do.

As we are living in the garden spot of America—and America being the garden spot of the world—there should be a natural tendency on our part to take advantage of our environments and make each day a better day, a continual improvement throughout the year of 1924.

There is much to be thankful for as we look in retrospect over the past year. While the old world is seething with internal strife, millions on the verge of starvation, America is closing a year of unexampled prosperity and happiness.

HAPPINESS THE GOAL

We should resolve to make this year the best year of our life. Our goal should be happiness! Many details are contributory to happiness, not the least of which is health; radiant, contagious health, without which no one can be 100 per cent prosperous or happy.

It is customary at this time of the year to make resolutions—often in a jest. Do we agree that in the last analysis health will bring happiness? That we should be serious? Trace the various causes of our ailments—is it because we are too fond of coffee, porterhouse steaks, condiments, smoking, etc.? Do we realize that the most detrimental of the whole category is overeating, gluttony?

If we were about to start on a journey of 365 miles we would be sure to have our flivver or limousine inspected, we would not take any chances of being stalled on the road; we would see to it that we had a supply of fuel—and be particular that it was the best quality. Well! We are about to start on a journey of 365 days—and we should see to it that every part of our vital machinery is in perfect working order, that we may not be stalled on the way. We can make this journey a successful one all the way, or by neglect have a breakdown along the road, and while we are laying up for repairs allow the other fellow to forge ahead.

DEPENDS ON PERSON

Success or failure during this year depends on you alone. If you have enough power when you hit the grades to make the top without changing gear you will boast of your health, but if you fail you will make excuses that the road was bad, the hills were steep, or you are getting old, but will fail to mention the fact that the other fellow made it. The human machines are built by the same firm—all designed to do the same work; it depends entirely on the care given to the machinery as to how long they last. Your auto may be of a cheap make; in that case you would be excused from competing with a better car. But with the human car it is up to you entirely.

Business men often make the remark that it is optional with them as to how they should use their own bodies, and should that suffer from their own indiscretions it is their own affair. The growth of a city or community is dependent upon its citizens, and according to the health of an individual or a community, in comparative proportion will be the prosperity and happiness of the same.

Aside from a selfish interest you owe it to the community to make an earnest endeavor to enjoy the best of health at all times; be up on your toes as it were, willing and ready at all times to assume one's duty in civic matters:

CAN'T BEAT NATURE

If you are among the fortunate human beings that have inherited a robust constitution, and for that reason have disregarded the laws of nature with no apparent ill effect, give thanks, but do not console yourself with the delusion that you can "beat Nature to it." You are only fooling yourself, her laws are inexorable. Sooner or later you must pay the price and often with compound interest.

Spend a few minutes each morning before an open window in deep breathing exercises, followed by several stretching exercises. This is New Year's Day, start now, not tomorrow, or next week, but now.

We should all strive to keep abreast of the times, to do this we must keep physically fit, and if we do, we will be successful, prosperous and happy.

RESUME RING BOUTS IN HANFORD ARENA

[EXCLUSIVE DISPATCH]

HANFORD, Dec. 31.—Boxing bouts, taboo in Kings county for some time, will be resumed on January 10, when a five-event boxing card will be pulled off in the big I.D.E.S. Hall in Hanford. The main event will be between Frankie Ruffles, Hanford heavyweight, and George Gibbons of San Francisco, who fought twice to a draw, each scoring a knockdown in the last fight. The semi-wind-up will be between Tod Adams of Delano and John Lopez of Bakersfield, 150 pounds. There will be a special event between Kid Herman of San Bernardino and Joe Fernandez of Bakersfield. The preliminaries will be between Eddie Young of Sacramento and John Dobbs of Fresno, 122 pounds, and Kid Tarzan of Fresno and Battling Frank of Pinedale, bantams, 115 pounds. Ralph Cople of Tulare will referee.

Seventh Regiment A.A. of the New York National Guard A.A. will take an active part in indoor sports this season. Its basketball quintet will play Yale, Columbia and other colleges. Vincent Lally the New York district A.A.U. 600-yard champion is a member of the regiment. Hockey is its latest sport.

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LOS ANGELES TIMES

ANNUAL MIDWINTER NUMBER

Out January 1, 1924

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The seven beautiful magazines comprising this year's edition of the Annual Midwinter Number will convey to the Eastern reader a vivid conception of Southern California and all its manifold sports, industries, and attractions. Illustrated with color plates, artists' sketches, and half tones; authentic facts; statistical charts in colors, brilliantly-written articles.

The How in the House

Practical suggestions for making better homes—furnishing, decorating, arranging, etc. A full page every Sunday in the TIMES ILLUSTRATED MAGAZINE.

"TIMES JUNIOR"—Children's Newspaper

An 8-page tabloid supplement for young folks—printed in colors—issued every week with the SUNDAY TIMES.

A CHUCKLE FOR EVERYBODY

THE HUMAN ZOO — By C. D. Batchelor

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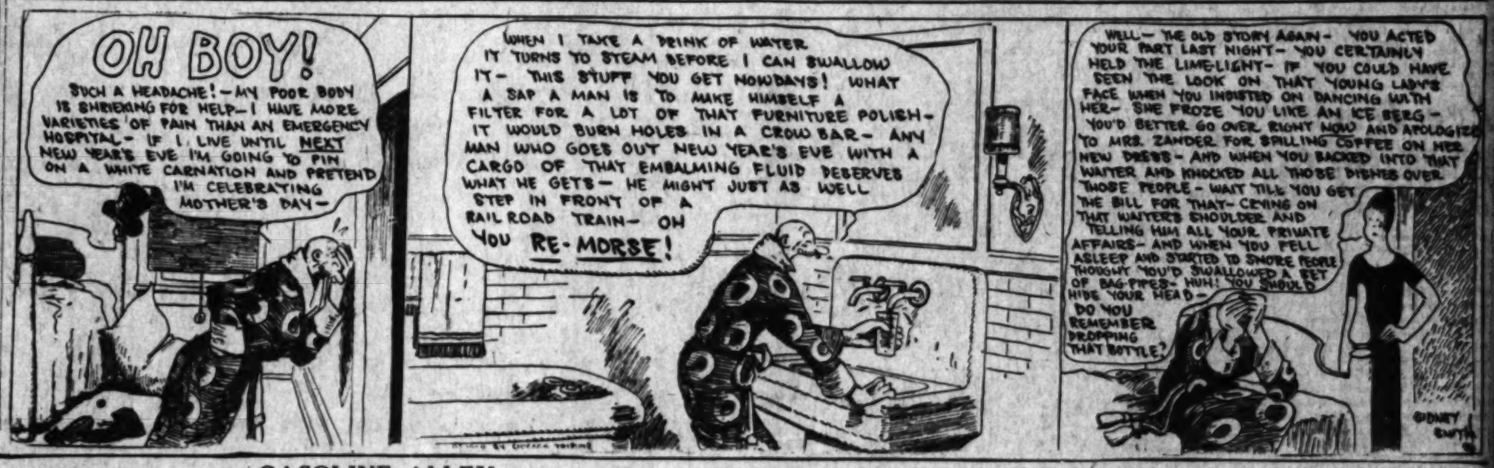
AS LEAP YEAR ARRIVES

The girls drew straws to determine which should first propose to the heir of the Petro millions. It seemed unfair that the prettiest girl of the bunch should get the long straw.

THE GUMPS—HAPPY NEW YEAR!



PANTOMIME — Same Old Resolution — By J. H. Striebel

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REG'LAR FELLERS — No Time Lost — By Gene Byrnes

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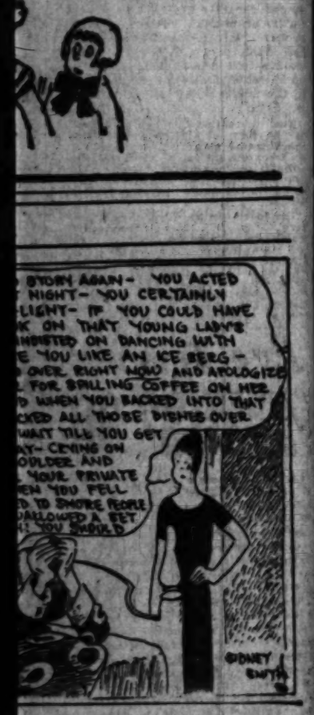
GASOLINE ALLEY — Soft Pedal, Walt!

WINNIE WINKLE, THE BREADWINNER: Happy New Year!

ALONG FIGUEROA STREET — Place Yourself in His Position — By Bec

HAROLD TEEN—INTOXICATED WITH JOY

BODY



ear!

By Beck

Gland Treatment Restores R. G. Laws

"I am just as young as I used to be and it's all due to gland pills. Here I am 72 and feel just as spry and full of vim and pep as if I were only 30 or 40." This testimony to the virtue of gland treatment was voiced recently by Robert George Laws, prominent retired London broker. Mr. Laws, whose health had been poor for several years, claims that a glandular tonic put up in tablet form has restored him to the health and vigor of his earlier days.

Such a treatment is now obtainable in the form of Glandogen, a highly concentrated glandular tonic, prepared from the glands of healthy young animals in convenient tablet form. Glandogen has had remarkable success with thousands of ailing men and women.

Glandogen can be procured at Chambers Drug Co., 1st and Broadway; Henderson Chambers Drug Co., 3rd and Main; Blaney-Chambers Drug Co., 6th and Los Angeles and 7th and San Pedro; in Long Beach at Oakford Drug Co., 211 Pine Ave.; in San Pedro, Wilmington and Torrance, at Beacon Drug Stores. Mail orders given prompt attention.—[Advertisement.

Eye Trouble

YOUR EYES EXAMINED GLASSES COMPLETE **$2.90**

¶ An *examination* of your *eyes*, a *pair* of spherical *glasses*, in a *frame*, complete for $2.90. One week only.

¶ *Gold* or *shell frames*, *toric*, *fancy shapes* and *double vision glasses* correspondingly *low*.

¶ In the *early days* the *Chinese* would take *clear pebble stones* and *polish* them down and *use them* for *eye glasses*. They were *quite* successful, *too*. Times *have changed* now. *Science* has advanced to that *point* where *particular people insist* upon having an *Oculist's* examination, knowing that the *best* is *none* too *good* for the *eyes*.

¶ I always *try* to be *reasonable* in my charges. No "drops" used. Some of your neighbors are wearing glasses I fitted.

C. N. HOPKINS, M.D.
Eye, Ear, Nose and Throat Specialist
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You can stop the itching in no time. Go to any drug store and ask for—

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Exceptional opportunity for a woman with pleasing personality and sales ability to sell imported decorative table linens, et cetera, direct to consumer by appointment only. Automobile and driver furnished. Write stating age, education, references, experience if any, and compensation expected.

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PACIFIC COAST TRADE SCORES

Reserve Board Report Shows Year's Activities

Substantial Economic Gains Have Been Made

Agricultural Difficulties Are Analyzed

[BY A. P. NIGHT WIRE]

SAN FRANCISCO Dec 31. — States of the Pacific slope made in 1922 "sound and substantial economic progress, despite irregularity in a few fields, notably agriculture," according to a statement issued today by John Perrin, chairman of the Federal Reserve Board for the Twelfth District.

The statement says: "Complete returns for eleven months and partial returns for December indicate that the year has been one of record actively in production and business, while bank credit for growing, harvesting and marketing the district's crops, as well as for financing commerce and industry, has been continuously available at moderate cost.

HIGH LEVELS ATTAINED

"Production in the major industries of the district attained high levels during the spring months of the year and, except for seasonal declines, was generally maintained during later months.

"Employment conditions, on the whole, have been normal or better than normal, and thus far this winter seasonal unemployment has been no greater than usual.

"The high level of consuming power which has followed naturally the full employment of labor at good wages has been reflected in increased sales by retail stores. Trade at wholesale has shown moderate gains during 1923, as compared with 1922, an active year, with no evidence of the feverish activity which characterizes periods of speculative buying.

"At no time during the year has there been serious strain upon the credit structure of the district. Country banks have not borrowed from the reserve bank, except in small amounts.

CROP PRICES OBTAINED

"Final judgment concerning the year 1923 must, of course, await and to some extent be based upon a showing of the results of the year's operations in agriculture, and here the statistical testimony is least authoritative and most conflicting. Yields of the principal crops have generally been large, and in some cases, notably wheat, of record proportions. Producers of wheat and deciduous fruits have experienced difficulty in selling their crops at prices that would return them a profit. Specific information concerning the livestock industry is difficult to obtain.

"Copper mining and petroleum production, experienced difficulties during the latter half of 1923. In each case output was markedly in excess of current consumption. An increase in demand for copper and a decline in production of petroleum in California during the last two months of the year tended to improve conditions in these two industries."

FULL ASSESSMENT ON BANK'S STOCK ASKED

[EXCLUSIVE DISPATCH]

ST. JOHNS (Ariz.) Dec. 31.—Demand has been made by Receiver H. J. Platt of a 100-per cent assessment on the capital stock of the Stockman's State Bank of St. Johns. The Superior Court has adjudged the bank insolvent and has determined its assets to be $89,543.45 and its liabilities $141,831.66. The assessment is on a normal stock par value of $40,000, but, as many of the stockholders are insolvent, the receiver expects to realize less than half this sum from the levy. The final loss to the creditors probably will be about $35,000.

Do you like Detective Stories. Then read "In the Shadows." Thirty thrilling tales by Nick Harris. Book stores or send $2 to 900 Pantages Bldg., L. A.—[Advertisement.

PARTY SEEKS LIFE SECRETS

Swedish Trio Will Explore South Sea Islands

Expedition Indorsed by King of Home Country

Data Will be Recorded in Books and Pictures

[EXCLUSIVE DISPATCH]

SAN FRANCISCO, Dec. 31.—Search for the unknown in human, animal and plant life in the South Sea islands is the purpose of an expedition indorsed by the King of Sweden of three men, who are leaving San Francisco aboard the Sonoma tomorrow on the first leg of a journey that is expected to consume three years.

Capt. Jack O'Brien Hitching, reserve British Army officer, is the leader of the party. Sigfried Siwertz, Swedish author, will record the findings and later use the material for new books under his name, Gustaf Boge, cameraman, is the third member.

"The expedition, financed by private interests," Capt. Hitching said, "was indorsed by the King of Sweden. Motion pictures will be taken of our findings, which, according to our purpose, must be only such data relative to human, animal and plant life as yet are unknown to scientists. Swedish universities will receive the benefit of all material we obtain."

Capt. Hitching, who was with Shackleton, the explorer, on several of his north Russia expeditions, speaks seven languages, including Malay and Hindustan. His linguistic ability won him a commission in the British intelligence service durng the war.

Siwertz has published numerous books, some of which have been translated into English. One also has been made into a picture to be shown in this country. Boge expects to make his reputation on this journey.

The party will go to Honolulu where transfer will be made to the Makura for the Fiji Islands.

CHILDREN NUMEROUS ON NATION'S FARMS

[EXCLUSIVE DISPATCH]

CHICAGO, Dec. 31.—America's child crop comes mainly from the farm. This was the statement of Mark T. McKee of Detroit, child welfare expert, in an address here in the interest of the children's home which the Brotherhood of American Yeomen will establish.

"In a farm population of 30,000,000," said Mr. McKee, who based his assertion on government statistics, "there are approximately 7,700,000 children under 16 years of age, as compared with 5,700,000 in cities having an equivalent total population. After 16 years of age, the disparity diminishes gradually until the children reach 20 years of age, when the figures show more people of the producing age in cities than on farms. The farm population of the United States therefore bears the cost of raising and educating children and then delivers the finished product to the cities."

AMERICAN STEAMSHIP ASHORE ON RAAN BANK

[BY CABLE AND ASSOCIATED PRESS]

LONDON, Dec. 31.—A Lloyd's dispatch from Flushing, Holland, says the American steamship West Erral, bound from Havre to Antwerp, reports that she has gone ashore on the Raan bank. Assistance has been sent.

TO QUIT SUMMER SCHOOL

[EXCLUSIVE DISPATCH]

BISBEE (Ariz.) Dec. 31.—Announcement has been made through the Chamber of Commerce that the authorities of the University of Arizona have determined to discontinue the summer school in this city. The attendance was light at the last session and the financial outgo considerable.

GREETINGS

NEW YEAR'S is the great anniversary that establishes in the human heart the altar of friendship. ✦ ✦ ✦ ✦ ✦

For 1924

—as always, it is our earnest desire to have and to hold that friendship. ✦ ✦ ✦ The Sun Drug Stores' Organization sends to its friends a sincere hope for a happy and successful

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who will get new inspiration from the architectural ideas originated and produced in Southern California and found nowhere else.

Your AUTOMOBILE Friend
who can sit by his fireplace and tour the smooth California highways—to mountains, seacoast, desert, harvest fields—through towns and cities.

Your MERCHANT Friend
who will find interesting stories of the year around market—unusual shopping conditions—pictures of the busiest retail section in America.

Your DOCTOR Friend
who will read of native medicinal plants—of the Pigeon Berry, the Indian "cure-all" plant, the Creosote bush, etc.—and will find authoritative data on the Southland's temperature, climate, moisture and altitudes.

Your STATISTICAL Friend
who will delight in scanning the figures and tables dealing with oil, industry, meat, building, finances, shipping and agriculture.

Your "MOVIE FAN" Friend
who will be thrilled at the inside peep of filmland with its secrets about "stars"—their homes—habits—haunts and salaries.

Your TRAVELING Friend
who once visited Southern California and who can review the familiar sights and scenes, beholding the almost unbelievable changes that have occurred.

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1924

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MRS. KELS SEES CHIEF OF STATE

Governor Gives Faint Hope to Slayer's Wife

Insanity Testimony Entered as Evidence

Petition Presented; Friends Shield Woman

[BY A. P. NIGHT WIRE]

SACRAMENTO, Dec. 31.—Mrs. Anne Kels, fighting for the life of her husband, Alex A. Kels, confessed slayer of an aged itinerant worker at Lodi last September and sentenced to be hanged at Folsom prison next Friday, carried her case to Gov. Richardson today in a personal appeal to the executive to commute the sentence of her husband to life imprisonment. In presenting her plea Mrs. Kels produced petitions signed by fellow-citizens of Lodi and also told the Governor she believed her husband was insane.

Although told by the Governor that he had examined the transcript of the proceedings in the appearance of her husband before the Superior Court at Stockton last October, Mrs. Kels left the executive chambers with a glimmer of hope based on the fact that the Governor had informed her that any evidence she might have as to the mental condition of her husband could be presented in a written form and sworn to by herself. She repaired to the office of the State Legislative Counsel Bureau, where Thomas Gannon, chief of the bureau, heard her testimony concerning events in recent years which, Mrs. Kels declared, had convinced her that her husband was insane. Late today the deposition had not been presented at the Governor's office.

Mrs. Kels, smiling and cool and apparently self-possessed, visited the capital in company with her husband's sister and brother, Mrs. H. A. Staples and William Kels, and her two children, Alex Kels, born since his father's arrest, and Laverne, 9-year-old daughter. Attorneys and friends surrounded the little group and endeavored to shield Mrs. Kels from a small army of photographers who attempted to take her picture.

Mrs. Kels's interview with Gov. Richardson occupied about ten minutes.

SAN QUENTIN CONVICT RETAKEN IN MISSOURI

THREATENS OFFICERS WITH AX WHEN FOUND IN MOTHER'S HOME

[BY A. P. NIGHT WIRE]

JOPLIN (Mo.) Dec. 31.—Lester Henderson, who escaped from a road camp near the California Statepenitentiary at San Quentin two months ago, was arrested in his mother's home here today by six officers whom Henderson threatened to attack with an ax. He surrendered only after the officers threatened to shoot.

The officers forced an entrance into the home of Henderson's mother, a widow, while he was eating breakfast. Jumping up, Henderson seized an ax and swung it threateningly.

Henderson had been at his mother's home a week, officers said. He was serving ten years for highway robbery and felonius assault when he escaped.

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NOTICIAS MUNDIALES DE ULTIMA HORA

En obsequio a nuestros numerosos amigos de habla española, y para beneficio de los lectores americanos de "The Times" que estudien esa lengua, publicamos diariamente esta columna en castellano, con un extracto de las más importantes noticias de última hora.

Buena parte del futuro progreso de Los Angeles, que es la metrópoli de los Estados Unidos que más cercana se halla a territorio latino-americano, habrá de depender de las relaciones que logremos establecer con nuestras hermanas, las repúblicas del sur. Para que lleguen a ser enteramente cordiales, no hay nada tan importante como que nuestros ciudadanos se familiaricen con la lengua castellana. Tan se dan cuenta de este hecho nuestros habitantes, que hay al presente más de 25,000 personas que estudian español en Los Angeles. A ellas les conviene leer todos los días esta columna, en la que encontrarán español correcto y enteramente moderno.

NOTAS TELEGRAFICAS

Noticias de Washington

WASHINGTON, Diciembre 31.—La oficina meteorológica predice ondas frías con dirección hacia el este.

La comisión de migración de la Cámara ha continuado sus audiencias sobre legislación de migración.

Los policías de prohibición de todo el país han recibido instrucciones encaminadas a poner en vigor la sequía en las reuniones de Año Nuevo.

Los ingresos totales del gobierno en 1923 han sido de $4,164,905,600, según informes de la Tesorería, es decir, cerca de medio millar de millones más que los del año pasado.

Los ferrocarriles eléctricos del país trasportaron el año próximo pasado 15,331,401,801 viajeros, y la oficina del censo estima en $246,-914,378 sus rentas líquidas.

Protestan los Rebeldes ante el Ministerio de Estado

WASHINGTON, Diciembre 31.—Hoy fue trasmitida al Ministerio de Estado, por los representantes que aquí tiene el grupo revolucionario de de la Huerta, una protesta formal contra el plan de los Estados Unidos de vender material de guerra al gobierno de Obregón en Méjico. Lo probable es que se arrumbe la comunicación relativa en los archivos del departamento, pues nada indica que se vaya ni siquiera a acusar recibo de ella. En lo pasado, el gobierno de Washington ha evitado escrupulosamente el tener tratos con los agentes que tienen en este país los que revolucionan contra autoridades amigas. Nunca se les ha reconocido oficialmente.

Sin embargo, en los círculos de miembros del Congreso se manifestaron hoy objeciones contra la referida venta. El acuerdo de la administración de acceder a la instancia del gobierno de Obregón se estuvo discutiendo entre miembros de ambas cámaras que se hallan pasando las vacaciones en Washington, y algunos se mostraron opuestos a dicho acuerdo

El diputado Fairchild, republicano de Nueva York, anunció su intención de hacer una moción al reunirse el congreso esta semana, y proponer que se prohiba que el gobierno venda efectos de guerra a gobiernos extranjeros. Aunque se aprobara esa proposición, no parece probable que pueda ser votada a tiempo de impedir que se termine la venta concertada con Méjico, y sería vano negar que el Presidente tiene ahora completas facultades legales para efectuar dicha venta.

En la nota de los revolucionarios se alega que ya dominan gran parte de Méjico, y se manifiesta que la ayuda americana a Obregón no servirá sino para hacer más largo el período de efusion de sangre. Cierto es que la administración de Obregón fue instalada constitucionalmente; pero se ha negado a cumplir con sus solemnes deberes para con el pueblo, la mayor parte del cual apoya los principios que sirven de base a este movimiento armado.

Los argumentos que campean en la comunicación no parecen estar robustecidos por los hechos, según lo demuestran los informes oficiales que recibe el gobierno de Washington de sus agentes en Méjico. Estos informes hacen ver que el movimiento no ha pasado aún de ser el alzamiento de una pequeña fracción del ejército mejicano que está apoyando a de la Huerta. Los observadores militares que han estudiado los informes calculan que un setenta por ciento del ejército mejicano permanece leal al gobierno de la ciudad de Méjico, y repetidas veces han venido informes de los cónsules, en los que se asienta que la parte civil de la población de Méjico no se ha unido a las fuerzas revolucionarias militares.

DEPORTES

Futbol

El equipo de la Armada y el de Washington van a poner todo de su parte para lograr esta tarde gloria y fama en la parrilla de la Taza de las Rosas, en Pasadena, y esto, así llueva obrille el sol, y así se llene el estadio o se quede vacío. La primer patada se dará a las 2:15. Independientemente de las sorpresas que el tiempo nos reserve.

Ambos equipos tuviéron su última práctica ayer tarde en la Taza, y están ansiosos de entrar en combate. En esta región parece que el favorito es el de Washington; pero sin que esta preferencia se base en buenas razones.

Mitin Deportivo

SAN FRANCISCO, Diciembre 31. Los consejeros y directores de los Indios de California, agrupación deportiva cuyos miembros vienen de todas partes de la costa, han sido convocados al mitin anual del Hotel Plaza, que se celebrará el viernes 11 de Enero, a las 8 p.m., según anuncio que hizo hoy Fred A. Purner, secretario-tesorero de esa asociación.

RIZAL DAY PROVES QUIET

Manila Parade Small, Demonstrating Peaceable Nature of Filipinos; Election Revolt Feared

[BY CABLE—EXCLUSIVE DISPATCH]

MANILA, Dec. 31.—The injection of politics made the annual Rizal Day celebration here yesterday the most incomplete and poorest in a decade. The parade lasted only for an hour. The usual Rizal Day oratory was absent and no government bureaus participated in the celebration. There were but 142 automobiles in the parade and only thirty-six of them bore placards of protest.

Between 300 and 400 school children paraded and also 1000 Knights of Rizal. No revolutionary veterans were in the line of march, however. It had been originally intended to march to Malacanan Palace, but as Gov.-Gen. Wood was spending the holidays at Baguio this plan was abandoned.

PROVES GOOD SENSE

The outcome of the parade again proved the good sense of the majority of Filipinos and also demonstrated their traditional peaceable character. A statement issued Saturday by Representative Vicente Sotto, looked on as the possible head of the Democrata party during the coming year, said the Filipinos would not revolt against America, but that if the usual frauds attended the 1925 elections there might be an uprising similar to the one at Spain recently against the Osmena-Quezon oligarchy to end the ascendency of petty tyrants.

The Independent Democrata party organ, says: "We agree with opinion of the paper's founder and would call attention of the Washington government to these dark prophecies."

HONOLUL CELEBRATES

[BY CABLE AND ASSOCIATED PRESS]

HONOLULU Dec. 31. — More than 1000 Filipinos of Honolul today participated in a parade and patriotic exercises in honor of Jose Rizal, Philippine hero who was executed by the Spaniards in 1896.

The occasion was the anniversary f Rizal's birth.

DENVER LINE SEES PLANS SUCCEEDING

D. & R. G. Reorganization Soon to be Operative, It is Now Announced

[BY A. P. NIGHT WIRE]

NEW YORK Dec. 31.—Spokesman for the bondholders' committee of the Denver & Rio Grande Western Railroad Company expressed confidence today that the plan of reorganization recetly outlined with a few modifications, would be made operative early ext year.

It was understood that sufficient receivers' certificates were floated to take care of the $1,000,000 interest due tomorrow on some of the hnderlying bonds and that the money would be tendered to the Federal Curt at Dever at once.

The Court had decliedto allow the Missouri Pacific and Western Pacific Railroads to advance the amount required for the interest payments.

[BY A. P. NIGHT WIRE]

DENVER Dec. 31.—Representatives of the holders of second mortgage bonds of the Denver and Rio Grande Western Railroad company today offered to lend the United States District Court, as supervisor of the receivership of the road, sufficient funds to pay $1, 129,000 interest due tomorrow on the first mortgage bonds. The offer was made in a hearing closed to newspapermen. According to reports leaking out, Judge J. Foster Symes said if those who made the offer would write a court order that was satisfactory to him he would sign it.

Kaiser's Corfu Home Proposed as Monte Carlo

[BY CABLE—EXCLUSIVE DISPATCH]

ATHENS, Dec. 31.—A French gambling syndicate, headed by M. Zaharoff, has proposed to the Greek government to turn the former Kaiser's palace at Corfu into a second Monte Carlo, giving Greece a big share of the profits. M. Zaharoff has promised Greece ample dividends to care for the millions of Asia Minor refugees streaming in here. The advice of M. Venizelos will be asked before a decision is taken.

CHINA BANDITS HOLD WOMAN

Capture Mrs. Julia Kilen and Wound Two Others

American Missionaries Are Victims of Raid

State Department is Asked to Intervene

[BY CABLE AND ASSOCIATED PRESS]

PEKING, Dec. 31.—Followers of the notorious bandit leader, Lao Yao-Jén, captured an American missionary, Mrs. Julia Kilen, and wounded Prof. Barnhard Hoff and Mrs. Hoff in a raid on the town of Tsaoyang in Northern Puehp Province, near the border town of Siang Yangfu, according to advices received here today.

The American Legation has taken active steps to bring about the capture of the brigands and the liberation of Mrs. Kilen. The Chinese government has offered a bounty for the capture, dead or alive, of the bandit leader.

The three missionaries are representatives of the Church of the Lutheran Brethren of the United States and were conducting a mission at Tsaoyang when the town was raided. Warned of activities of the bandits in the vicinity by the tuchun, or military governor, of the province, they had vacated their station and embarked on river craft for safety, before the raid. Later, however, on receiving assurances from the tuchun that the bandits had been suppressed, they returned to the mission.

Mrs. Kilen is 50 years of age, and her home is in Northfield Minn. Prof. Hoff, 32, and Mrs. Hoff, 25, were married here last August and only recently had gone to Tsaoyang, accompanied by Mrs. Kilen, to open the mission there. They formerly resided in Grand Forks and Abercrombie, N. D.

FRIENDS INTERVENE

[BY A. P. NIGHT WIRE]

MINNEAPOLIS, Dec. 31.—Relatives and friends of the three northwest missionaries concerned in raids by Chinese bandits as mentioned in dispatches from Peking today, and members of the mission board of the Church of Lutheran Brethren of the United States took steps today asking the State Department at Washington to intervene.

Reports from Peking declared that Mrs. Julia Kilen was captured by the bandits and that Prof. Barnhard Hoff and his wife were wounded.

Otto Rood, treasurer of the mission board, conferred with Gov. Preus regarding the affair today and a message was prepared for dispatch to Washington. North Dakota members of the board were communicating with Gov. Nestos at Bismark.

"This is the first trouble our missionaries have had in ten years," Mr. Rood said. "About ten years ago bandits visited Tsaoyang and molested the missionaries but no serious harm came to them."

The dangers now faced by missionaries, Mr. Rood said, have become so serious that a special meeting of the mission board has been called for Wednesday at Grand Forks, N. D., to discuss the situation and decide whether the field workers in certain sections of China will be withdrawn.

TELEGRAM TO HUGHES

"We certainly cannot have the lives of our missionaries endangered to the point where they are constantly subjected to capture by bandits," Mr. Rood said.

Gov. Preus sent a telegram to Secretary of State Hughes saying:

"Dispatches this morning report that three missionaries, citizens of Minnesota, have been captured by Chinese bandits near Hankow. I sincerely hope you will take every necessary action to bring about their release."

ADVICES LACKING

[BY A. P. NIGHT WIRE]

WASHINGTON, Dec. 31.—Official advices to the State Department reporting the capture of American missionaries in China by bandits still were lacking tonight, although some word was expected momentarily from the legation in Peking. Owing to the confused situation in China and to the difficulties of communication between the legation and Washington, it has been customary for years to leave much to the discretion of the Minister there in meeting emergencies involving the safety of American lives and property in China.

EARTH TREMORS FELT IN SOUTHERN STATES

[BY A. P. NIGHT WIRE]

MEMPHIS (Tenn.) Dec. 31.—A slight earth tremor, the third within a period of two months, was felt here at 9:05 o'clock tonight. No damage was reported.

LITTLE ROCK (Ark.) Dec. 31. Little Rock and near-by towns felt a distinct earth tremor at 9 o'clock tonight. Many persons in the city reported having noted the shock. No damage was reported.

ASKS SUSPENSION OF IMMIGRATION

SEAMEN'S UNION HEAD SAYS AMERICANS SHOULD NOT HAVE COMPETITION

[BY A. P. NIGHT WIRE]

WASHINGTON, Dec. 31.—Suspension of immigration "for several years" was advocated today before the House Immigration Committee by Andrew Furuseth, president of the International Seaman's Union, who declared the American boy should be given an opportunity to engage in any occupation he desires without increased competition from foreigners.

Discussing provisions of the Johnson bill, which would affect seamen, Mr. Furuseth expressed opposition to a section which would permit foreign sailers to land at American ports only after furnishing bond that they would not attempt to remain in the United States.

Bona fide seamen, he declared, should be permitted to go ashore without restrictions that would work hardships on them.

Schools and Colleges

Information About Schools
The Times' School and College Bureau will help secure complete information about any kind of College or Education Training. Carefully compiled data on file, from which source suggestions may be had which will be helpful to you. THE SERVICE FREE. Address, write or call the TIMES' Information Bureau, First street and Broadway—telephone Metropolitan 0700—or leave your name and address at the TIMES' Branch Office Information Bureau, 621 South Spring street and the desired school data will be mailed to you.

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Although several new cottages were erected this fall, the Academy has again reached its capacity in the upper school so that the new buildings are necessary.
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One Way $17.00 Round Trip $22.50
SEATTLE-VICTORIA
TACOMA
One Way $47.00 Round Trip $90.00
S.S. Dorothy Alexander
Sails 11 A.M. Thursday
S.S. Admiral Dewey
Sails 11 A.M. Sunday
SAN FRANCISCO
One Way $15.00 Round Trip $22.50
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One Way $41.00 Round Trip $74.00
S.S. Admiral Evans
Sails 11 A.M. Wednesday
THIRD CLASS ALL STEAMERS
San Francisco.....$10.00
Seattle.....$32.00
Portland.....$25.00
Berth and Meals Included in Fares.
Information and Tickets
501 South Spring St. Phone 573-031.
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To San Francisco or San Diego
YALE or HARVARD of course!
SAIL on one of these luxuriously appointed liners. Enjoy the wonderful meals, staterooms, service and entertainment. Fill your lungs with the pure, salt-tanged air of the Pacific.
To San Francisco
Sailings Tues., Wed., Fri. and Sun. from L.A. Harbor, 4 p.m.
Round Trip Fare $22.50
Including meals and berth.
To San Diego
Sailings Thurs. & Sat., 2 p.m.
Round Trip Fare $6.00
Including meal each way.
Boat train leaves P. E. Depot one hour before each sailing.
Los Angeles Steamship Co
517 S. Spring. Phone 823-421.

WHITE STAR
N. Y. to Cherbourg, Southampton
MAJESTIC .....Jan. 12, Feb. 2, Apr. 5
OLYMPIC .....March 1, March 22, April 12
N. Y. to Cobh (Queenstown) & Liverpool
CEDRIC .....Jan. 19, Feb. 16, Mar. 15
CELTIC .....Mar. 1, Apr. 5, May 3
MEDITERRANEAN CRUISES
ADRIATIC .....Jan. 5, Feb. 23
LAPLAND .....Jan. 16, Mar. 5
American Line
White Star Line
Joint Service
N. Y. to Plymouth, Cherbourg, Hamburg
MINNEKAHDA Jan. 10, Feb. 14, Mar. 20
MONGOLIA .....Jan. 17 —
PITTSBURGH .....Jan. 22, Feb. 27
CANOPIC .....Feb. 5, Mar. 11
RED STAR LINE
N. Y. to Plymouth, Cherbourg, Antwerp
*GOTHLAND .....†Jan. 5
*3rd class only.
†Via Rotterdam.
ATLANTIC TRANSPORT
N. Y. to London Direct (1st Class Only)
MINNEWASKA .....May 3
MINNETONKA (New) .....May 17
International Mercantile Marine Co.
117 Steamers 1,218,000 Tons
Company's Office, 510 So. Spring Street (Security Bldg.) or local agents.

AUSTRALIA NEW ZEALAND
Union Line of New Zealand
VIA TAHITI AND RARATONGA
Sail from San Francisco
"MAUNGANUI" (12,000 tons) Dec. 31, Feb. 8
"TAHITI" (12,500 tons) Jan. 25, Mar. 7
Pacific Your South Seas, New Zealand Australia—1305. First Class
For tours, etc., apply Union S. S. Co., 220 Sansome St., San Francisco, or local S. S. or R. R. Agents.
Canadian-Australasian Royal Mail Line
VIA HONOLULU AND SUVA
Sail from Vancouver, B. C.
"MAKURA" (13,500 tons) ....Jan. 4, Mar. 7
"NIAGARA" (20,000 tons) ....Feb. 8, Apr. 7
For tours, etc., apply Canadian Pacific Railway, 605 S. Spring St., Los Angeles, or to Canadian Australasian Royal Mail Line, 761 Hastings St. West, Vancouver, B. C.

$130 Los Angeles to HONOLULU
Reservations to Honolulu now available on the new Dollar Liner S.S. President Harrison, sailing from Los Angeles
January 1
to Honolulu, Japan—and Around the World.
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ols and Colleges

Times' School and College Bureau will help complete information about any kind of Education Training. Carefully compiled data from which source suggestions may be will be helpful to you. THE SERVICE Address, write or call the TIMES' Information First street and Broadway—telephone Main 8700—or leave your name and address TIMES' Branch Office Information Bureau, Spring street and the desired school data filed to you.

N SCHOOL
Dancing. America's Foremost School of Dancing and its Allied Arts. Music and Dancing Taught Dept. Ballroom Dancing under direction Miss and Friday evening, 8 o'clock. Children's class Private lessons by appointment. Egan Theater Bldg.

Commercial

ching Course
15, NOW FORMING.
C.P.A. INSTRUCTOR
CY SCHOOL, 715 S. HOPE.

Electrical experts are in big demand at high pay. A complete course at Ballard will thoroughly qualify you in all branches of the electrical business. Most thorough course in America. SPECIAL LOW TUITION RATES NOW IN EFFECT. Write or call for information.
NATIONAL AUTOMOTIVE SCHOOL
4002 S. Figueroa Street.

Classes Stenography, Secretarial Studies, Book-keeping, Commercial Law, Individual Instruction. Call, write or phone without a change in management. Phone 10700. COLLEGE, 8th and Main. Next to Sun Drug Company.

Military

n Diego
Navy Academy
ision "A" school under the University of California rating and in "M" classification of the War partment, one of only two schools Southern California as distinshed. It is one of only two military schools in Southern California ich have earned full accrediting West Point.

Special Notice
ditional accommodations for students be ready by Feb. 1st and spaces will be rved for the second semester in order he receipt of the applications.
though several new cottages were ted this fall, the Academy has again hed its capacity in the upper school so the new buildings are necessary.
ire or write
ol. Thos. A. Davis, Pres.
Pacific Beach, Cal.

itary Academy
The largest school of its class in America. Prominent throughout the year. Send for catalogue. Oldest Because Largest, but Largest Because Best. Sept. 19th. ROBERT A. GIBBS, Headmaster.
MILITARY ACADEMY—Accredited school. College preparatory. Also grades 5 to 8. Boarding and Day Pupils admitted any time. Thorough scholastic, athletic, Horsemanship, Wireless, Bugle. Convenience. Catalogue. Phone Glenoaks 1900. 1 Colorado St., Pasadena.
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A School of Distinction. In session all year. Unsurpassed location, big playgrounds, horseback riding, swimming pool. Enroll now. Wilcox at Melrose St. Phone 427186
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An ideal school for manly boys. In session all year. Wonderful location on Ocean Bluffs. All conveniences. Moderate rates. Convenient payments. 4... Ocean Front, Venice. Phone Santa Monica 6...

Steamships

UND THE WORLD
...dede, outside rooms, two beds in rooms, first class, leaving Los Angeles January 1st. January ... new oil burning steamers, 21,000 tons displacement allowed at any port.
OLULU — SOUTH AMERICA
...rtson, who has made six trips Around the World ...ic. He can tell you where to go and how to get ...it for literature. Free Passport information.
F. ROBERTSON
4th and Spring

...IP CO ...LINE
To San Francisco or San Diego
YALE or HARVARD of course!
SAIL on one of these luxuriously appointed liners. Enjoy the wonderful meals, staterooms, service and entertainment. Fill your lungs with the pure, salt-tanged air of the Pacific.
To San Francisco
Sailings Tues., Wed., Fri. and Sun. from L.A. Harbor, 4 p.m.
Round Trip Fare $22.50
Including meals and berth.
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Sailings Thurs. & Sat., 3 p.m.
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Including meal each way.
Boat train leaves P. E. Depot one hour before each sailing.
Los Angeles Steamship Co
517 S. Spring. Phone 822-421.

AUSTRALIA NEW ZEALAND
Union Line of New Zealand
VIA TAHITI AND RARATONGA
Sail from San Francisco
"MAUNGANUI" (12,000 tons) Dec. 21, Feb. 21
"TAHITI" (11,250 tons) ....Jan. 25, Mar. 21
Pacific Tour South Seas, New Zealand Australia—$265. First Class
For form, etc., apply Union S. S. Co., 220 California St., San Francisco, or local S. P. and S. F. Agents.

Canadian-Australasian Royal Mail Line
VIA HONOLULU AND SUVA
Sail from Vancouver, B. C.
"MAKURA" (12,500 tons) ....Jan. 4, Mar. 7
"NIAGARA" (20,000 tons) ....Feb. 8, Apr. 8
For fares, etc., apply Canadian-Pacific Railway, 605 S. Spring St., Los Angeles, or to Canadian-Australasian Royal Mail Line, 761 Hastings St. West, Vancouver, B. C.

THREAT IS MADE BY COMMUNISTS

Workers' Party at Chicago Told to Organize

More Groups in Factories Are Urged

Moscow Letter Disparages Legion and Klan

[BY A. P. NIGHT WIRE]

CHICAGO, Dec. 31.—A communication from Moscow, intended as a refutation of Secretary Hughes's recent charges that Communists seek to overthrow the United States government, read today at the third convention of the Worker's party, the American communist organization, urged organization of communist groups in every factory. The communication is to be mailed to each member of Congress.

LEGION DENOUNCED

The American Legion, the Ku Klux Klan and industrial spies were lumped together as "illegal organizations of the capitalist class sponsored by the United States for the preservation of capitalism" by the communication which was signed by W. Holcrow, general secretary of the executive committee of the Communist Internationale, who, with Zinoviev and Radek, directs the communist movement in all parts of the world.

The letter urged the Workers' party to work for the "united front" of all working-class organizations and especially commended the Federated Farmer-Labor Party which was formed here last July when the Workers' party, representatives out-numbered those of the Farmer-Labor party in a "unity conference" called by the latter body and resulting in a split.

MONROE DOCTRINE

"American activities in the Philippines, Haiti, Nicaragua and San Domingo," were sharply denounced by Moscow along with the Monroe Doctrine and loans to Latin-American peoples as part of a "dangerous policy of imperialism which the workers must resist." The workers in nearly every country in the world were represented by the communication as suffering at the hands of reactionaries, while in soviet Russia, the workers and peasants were declared to be enjoying unparalleled conditions.

Charles E. Ruthenburg, executive secretary of the Workers' party, is presiding at the sessions. Fifty-three delegates claiming to represent between 25,000 and 30,000 members are in attendance.

Stop Your Cold In Eight Hours

New Discovery Succeeds in Most Stubborn Cases After Everything Else Fails

Amazing as it may seem it is now possible to break up the most stubborn cold in a few hours through the use of a new discovery perfected by a noted Smyrna physician.

Within twenty minutes after taking the first dose of this remedy which is scientifically prepared in tablet form, you feel your head clearing up, and in a few hours the distressing symptoms leave you. For the convenience of the public this remarkable and harmless cold cure is marketed in all drug stores under the name of Red-A-Vol. Get a package for a few cents, and if it doesn't relieve your cold quickly, it will not cost you anything.—(Advertisement.)

Legal

$1,300,000.00
ROAD BONDS
County of El Paso, Texas

Notice is hereby given that sealed bids will be received by the Commissioners' Court of El Paso County, Texas, at their courtroom, on the 14TH DAY OF JANUARY, 1924 at 1 o'clock p.m., for the sale of $1,300,000.00 in bonds of said county. Said bonds will bear date January 1st, 1924, and will be due in thirty years from date, with option to pay the same on the date of any interest payment, at any time after fifteen years from their date.

The bonds herein described are in denomination of $1000.00 each, interest at 5% per annum, payable semi-annually on May and November 1th. Both principal and interest payable at office of County Treasurer, El Paso, Texas; at office of State Treasurer, Austin, Texas; or at the National City Bank, New York City.

Bids must be addressed: "To the Commissioners' Court, El Paso County, Texas," and filed with the undersigned, or delivered to said Court in open session.

Successful bidder will be furnished with the opinion of Messrs. Wood & Oakley, Attorneys, of Chicago, Ill., to also with copy of approval of W. A. Keeling, Attorney General of Texas, that the bonds are valid and binding obligation of the County of El Paso.

The right is reserved to reject any and all bids.

All bids must be accompanied with certified check, payable to E. B. Kistachek, County Judge, for $25,000.00, which check will be forfeited to the County of El Paso in case the successful bidder fails to complete his bid. Lithographed bonds will be ready for delivery on day of sale.

J. A. ESCAJEDA,
County Auditor.

MARCH ONWARD, OH, DIOGENES

Seek Not Truth in This Direction; It's a Hen Story

[EXCLUSIVE DISPATCH]

HAGERSTOWN (Md.) Dec. 31.—A big black hen owned by Mrs. Samuel Doyle of Smithsburg, near this city, celebrated Woodrow Wilson's sixty-seventh birthday anniversary Friday by laying an immense double egg, on the one side of which is a "portrait" of the former President, while on the other side is a perfect "W." The egg is seven and three-fourths inches lengthwise, while around the smaller portion it is six and three-fourths inches. The freak is being sent to Mrs. Wilson.

TWO ARRESTED IN HOLD-UP AT OAKLAND

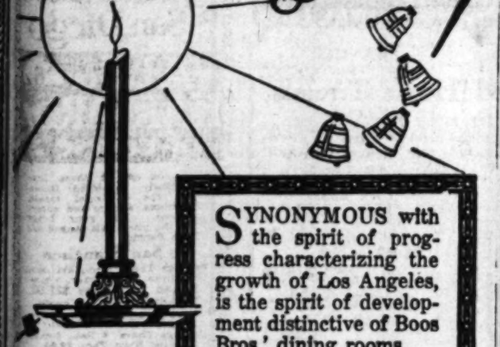
PAIR SUSPECTED OF PART IN MANY OTHER ROBBERIES

[BY A. P. NIGHT WIRE]

SAN FRANCISCO Dec. 31. — William O'Brien, 29 years of age, and William McCarthy, 24, were arrested by the police shotgun squad today and held on a charge of vagracy in connection with the holding up of the West Oakland branch of the Oakland Bank of Savings, several months ago and several later robberies in San Francisco. The Oakland hold-up netted the bandits $12,000.

The police said that O'Brien had been identified positively as one of the bandits who held up a messenger from the Bank of Italy here several weeks ago and took $3000 from him. The holding up of Frank Nash, secretary of the Nash Stevedoring Company, and the theft of $3900 from him is also attributed to O'Brien by the police.

At the Dawning of a Greater Year



SYNONYMOUS with the spirit of progress characterizing the growth of Los Angeles, is the spirit of development distinctive of Boos Bros.' dining rooms. It is our sincerest desire to continue to grow in the eyes of a discriminating patronage, by serving only foods of highest quality in a dining environment that enhances your enjoyment of what you eat. To this end, we pledge our best efforts.

Boos Bros
LOS ANGELES
San Francisco Catalina Island

Annual Clearance Sale

BETTER HOME FURNISHINGS
of the Los Angeles Furniture Company

Sale Starts Wednesday at 9 a.m.

NOW comes the "once-in-a-year" furniture buying opportunity that never fails to gladden the hearts of the many thousands of home-loving people of Los Angeles and Southern California. This year, this Annual Clearance will be especially welcome, in view of the countless new homes to be furnished throughout the entire Southland.

It affords such splendid privileges for the beautifying of your home—for making it superbly comfortable and delightfully livable. This Clearance will overshadow any previous event of this character. Furniture and furnishings that you perhaps had thought beyond your means are now available to you at—

10% to 50% Off

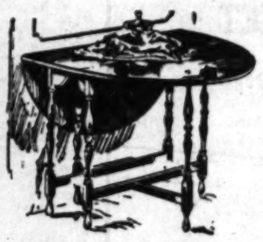
This feature sale embraces not only odd pieces and broken lines at great reductions, but includes at attractive savings, some of the very newest arrivals from the Eastern furniture markets—complete suites for all rooms. In every instance the prices quoted are far below actual worth.

Below are a few representative items of the sale. These are but suggestions from the extensive assortments awaiting your selection. Virtually every article required for the successful furnishing of the living room, dining room, bedroom—in fact, every room in the home—is underpriced. Of course, the choicest will be first chosen, so it is advisable to make an early choice.

Tudor Rocker
$15.75

Or, a straight chair in the same pleasing pattern if you prefer. One of each would be quite fitting for the living room. These sturdy chairs and rockers of rich brown Mahogany finish have large, roomy spring seat upholstered in tapestry or in blue and taupe velours.

Many sample rockers at less than half.



Gateleg Tables
$26.75

Because these tables are adaptable to so many and varied uses and lend such an air of distinction to the home, they are quite popular. One of these with solid mahogany top 35x48 inches, opened, would be quite an attractive addition to your home, particularly at the low price of $26.75.

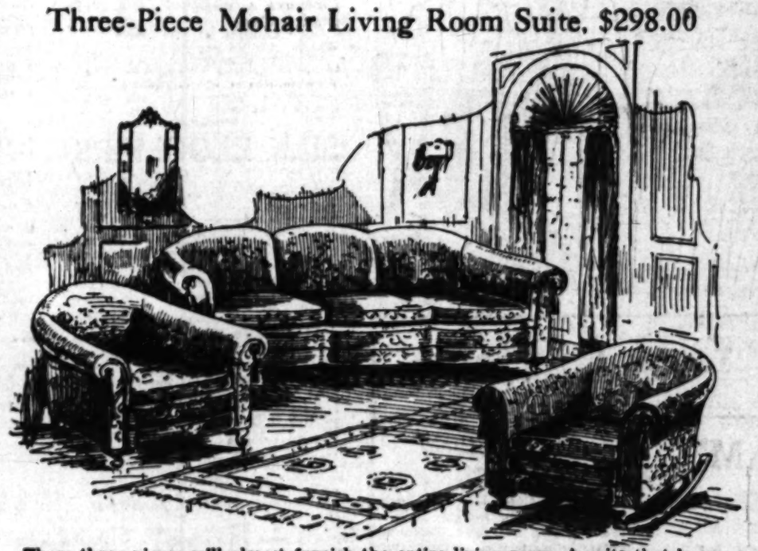
A wonderful assortment of others at equally impressive savings.

Jr. Floor and Bridge Lamps Underpriced

Table lamps too, are included at worthy savings. Price reductions on these lamps are very alluring; for instance,—the $60.00 floor lamp pictured, is priced in this Clearance at $45.00 complete. Has metal leaf, hand carved standard and georgette silk shade. Choice of various combinations. Many unusually fine Bridge Lamps also carry great reductions.

Decorated Fibre and Natural Reed Furniture Heavily Reduced

Three-Piece Mohair Living Room Suite, $298.00

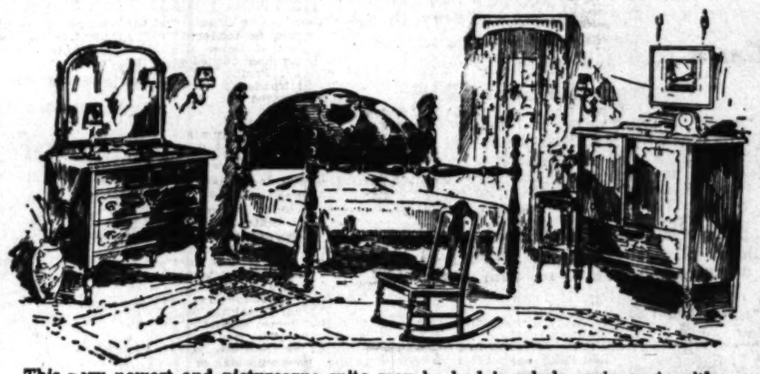


These three pieces will almost furnish the entire living room. A suite that is as serviceable as it is beautiful. A pleasing color combination of Taupe and Rose in genuine Mohair. Full webbed bottom; loose spring cushions and graceful bow front. Outside backs finished with same material. Sale price only—$298.00. Scores of other living-room pieces at great reductions. Some at half price.

Ten-Piece English Dining Room Group, $578.50

The regular price of this attractive group was $785.00. Quite a substantial reduction isn't it? These pieces are fashioned of Prima Vera Mahogany, light satin finish. What an imposing group to adorn any dining room! One of the most distinctive popular priced suites we have ever had the pleasure to show. It will not linger long at this Great Clearance price. Scores of other worthy dining-room pieces at great reductions. Some at half price.

Three-Piece Walnut Bedroom Suites, $141.75



This very newest and picturesque suite may be had in whole or in part, with bow foot or poster bed. Each piece may be purchased separately if desired. As a group, the three pieces, pictured, Chiffonette, full size bed and dresser—are priced at $141.75. A Chair, Rocker and Nightstand to match are equally as attractive in price. Scores of other worthy bedroom pieces greatly reduced. Some at half price.

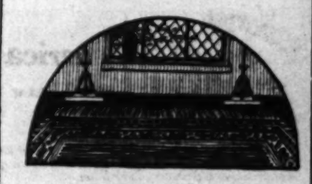
Wing Rocker
$19.25

Occasions are rare indeed when such rockers as these are priced so low. Cane and Mahogany antique finish; not only very pretty, but comfortable and well built. Choice of chairs or rockers in this style and finish, now $19.25

Large selection of others greatly reduced

Italian Walnut Cabinet Desks

The originality and decidedly attractive appearance of these desks will add a great charm to your home. At the prices at which we offer them you could not make a better selection. We have a large assortment of desks including spinet designs as well as Italian creations at liberal discounts.



Unusual Values in Draperies and Rugs

Exclusive draperies and high grade rugs are being offered in this great Annual Clearance at unheard-of price reductions, value considered. Be on hand to share in the savings. Many very exceptional values will go to early callers at these departments. Lack of space forbids itemizing the various offerings.

20% to 33 1-3% Saving in These Departments

Oldest Furniture Store in the City.

"More Than Half a Century of Service"

LOS ANGELES FURNITURE CO.
1870 COMPLETE HOME FURNISHERS
720-722 South Hill. 870-325.

Our Usual Liberal Credit Terms Will be Extended During this Sale.

Hamburger's Jan. White Sales

The January Lingerie Sale!

Pile after pile of lovely crisp, fresh things enter the store-wide movement of the January White Sales—greater this year because of extensive preparations and greater buying power of the May Company organization.

Group 1

UNDERMUSLINS

Gowns, Chemise
Costume Slips
Crepe Pajamas
1.87

Lovely shadow batiste and Windsor crepe gowns trimmed with hand embroidery. Crepe and batiste chemises REAL LACE trimmed! Also pretty lace costume slips and Windsor crepe pajamas. All ordinarily much higher priced!

Group 2

UNDERMUSLINS

Gowns, Step-ins
Chemises, Corset Covers
Costume Slips
1.47

Another exceptionally fine group! Muslin, batiste and Windsor crepe gowns, many trimmed with medallions of REAL FILET AND IRISH. Also step-in drawers and chemises trimmed with real laces. And costume slips, corset covers and dark sateen bloomers!

Group 3

UNDERMUSLINS

Gowns, Step-ins
Drawers, Vests
and Bloomers
1.17

Windsor crepe gowns in dainty floral patterns and shadow batiste gowns and chemises, batiste drawers and matching vests. Also plisse and batiste bloomers and heavy black sateen bloomers. Dozens of styles.

Group 4

UNDERMUSLINS

Bloomers, Step-ins
Chemises, Gowns
Costume Slips
87c

Think of it! 'Way less than a dollar for pretty undergarments — values made possible by the greater buying power of the May Co. Windsor crepe bloomers, step-ins and chemises of Windsor and shadow batista. Also gowns lace trimmed and tailored, and costume slips.

Group 5

CREPE PAJAMAS

Plisse and
Windsor Crepe
2.95

Two great lots. Plisse crepe pajamas, two-piece style, finished with filet edge. Also Windsor crepe in floral designs.

Group 6

Philippine Lingerie

Beautiful Gowns and
matching chemises
1.87

Beautifully hand-worked Philippine garments. Gowns at a price much lower than usual. Also straight and envelope chemises.

Group 7

Philippine Lingerie

Gowns and chemises
of the finer kind
2.87

Such lovely affairs—and SO exquisitely hand-sewn and hand-embroidered. Even at their regular higher prices they are considered values, so think what they must be at 2.87.

Group 8

SILK LINGERIE

—Chemises &
Drawers
2.77

Lovely crepe de chine chemises, elaborately trimmed with Val. and lace medallions, also step-in drawers of crepe de chine and radium. Dainty pastel shades.

Group 9

SILK BLOOMERS

—Crepe de Chine,
Radium, Satin
3.87

Qualities far finer than one ordinarily finds! Well made and well reinforced, finished with tiny ruffles at knee or two rows of elastic, dark and light shades.

Group 10

SILK CAMISOLES

Wash Satin &
Crepe de Chine
97c

A very special group, as the price will instantly tell you. But just HOW special you will have to see for yourself. Lovely tailored and lace-trimmed styles, in flesh, white and dark shades.

Group 11

SILK NIGHT GOWNS

—of Crepe
de Chine
4.87

Exquisite silk gowns, fashioned of crepe de chine and lavishly trimmed with ribbons, laces and wee rosebuds. And very, very low priced at 4.87.

Group 12

SILK NIGHT GOWNS

—Heavy Crepe
de Chine
5.87

Bewitching, pretty affairs that would tempt one to buy just for the pure joy of wearing them—even if the low price were of no consideration. All the lovely pastel shades.

Sale! White Yardage Goods

Bought especially for the January White Sales. Therefore, fresh and new, and priced sharply under prevailing prices. Here are ten materials that every woman has need for—buy now and save:

1.00 Imported Dress Linen 75c
Superb dress linen. Just unpacked. You may choose from twenty different shades. Plenty of white. 36 inches wide.

1.50 Cotton Batts 1.00
The stitched kind. All ready for the covering. Opens out to full comfort size. Bleached a pure white. Average weight 3 pounds.

1.50 Irish Dress Linen 1.00
A wonderful quality—guaranteed sun-fast and tub-fast. A direct importation from Ireland. Every thread pure linen. A very complete line of colors. All 36 inches wide.

85c Lingette 59c
Genuine lingette. Very soft, silky finish. Plenty of dark and light colors. Yard wide.

1.95 Diaper Cloth 1.55
A favorite standard quality. All sealed in sanitary packages. 22 inches wide and 10 yards to a bolt.

2.95 "Mothers" Longcloth 1.95
A longcloth of finest texture. Closely woven — will wear well and launder beautifully. 10 yards to a bolt. One yard wide, 1.95 for 10-yard bolt.

3.95 "Mothers" Nainsook 2.95
The very softest, finest nainsook for lingerie or layettes. 10 yards to a bolt. 36 inches wide. 2.95 for 10-yard bolt.

50c Barbella Batiste 29c
Many prefer this lovely batiste to silk for lingerie. All the pretty shades—orchid, pink, blue, honeydew and white. 36 inches wide.

Longcloth 1.50
For a bolt. Full yard wide. Splendid quality. 10 yards to a bolt. Very splendid value!

Lusterette and Satinette 50c
Two of the most popular weaves for women's and children's underthings. 32 inches and 36 inches wide. A satin finish, with a high luster and all the fineness of silk.

(Hamburger's——Third Floor)

Seco Silk Gowns 2.95

Pretty lace stripe seco silk gowns trimmed with fine laces. Very specially priced. Flesh, orchid and white.

Seco Silk Chemise 1.98

Fashioned of lace stripe seco silk, in flesh, orchid and white to match gowns.

(Hamburger's—Second Floor)

Just Arrived! New Spring Line

Royal Society Goods

It takes hardly any time at all to make SUCH attractive things with Royal Society stamped package goods. And they're most inexpensive, too. A new spring line is now in—the following only a suggestive list of the many items:

Tumbledown Dolly, 50c.
Breakfast Sets, 5-pc., 1.40.
Rompers, 6 mo. to 1 yr., 1.35.
Rompers, 1 to 2 years, 85c.
Stamped Nightgowns, 2.50.
Stamped Combinations, 1.75.
Stamped Pajamas, 2.50.
Infants' Sets, priced 1.50.
Dainty Pillow Tops, 1.15.
Tan Art Centers, 22-in., 50c.

(Hamburger's—Third Floor)

Made Especially for the White Sales

Gossard Corsets 4.50

regular 7.50 values!

Gossard Corsets are known throughout the country. They are noted for the way they mold the figure—into straight, fashionable lines—the materials used and the perfect workmanship.

Made specially for the White Sale—these corsets are up to the highest standard of the Gossard.

Satin stripe material—elastic tops—long skirt and lightly boned—insuring the proper support, yet ease and comfort. All sizes.

$10 Gossard Corsets 7.50
Handsome pink brocade corsets. Wonderful fitting corsets. Straight elastic top. Long hip. Sizes 22 to 35.

3.50 Forumband Corselette, 2.45
Made by the W. B. corset manufacturers. Pink brocade—surgical elastic at sides—boned over abdomen—hook back, medium lengths. Sizes 34 to 42.

1.25 and 1.50 Stylish Stout Brassieres, 79c
Designed by experts just for stout styles. Pink brocades—long lines—boned diaphragm—elastic sides. All stout sizes.

Vanity Brassieres, 79c
Beautiful brocade satin stripes—long line—basque styles. Exceptional values!

(Hamburger's—Second Floor)

Clearance of Notions

3 doz. Snap Fasteners, 6c—Black or white. All sizes. Reg. 5c dozen.

10c Darning Cotton, 6c—C. B. Silk finish French darning cotton in assorted colors.

Invisible Hair Pins, 4 cabinets 10c—Bronze or black in assorted sizes. Reg. 5c each.

25c "Pullastic" Hat Linings, 18c—Black or white, made to fit any hat.

8c Safety Pins, 8c doz. — Marvel nickel-plated or black enamel safety pins.

15c Common Pins, 2 papers 15c—Best solid brass common pins, regularly 15c a paper, 360 pins to paper.

10c Crochet Cotton, 6c ball—Dexter's "Silko" crochet cotton, assorted colors.

10c Hairnets, 3 for 10c—"Perfecta" human hair nets in cap shape. Single or double mesh. All shades of brown or black.

2.25 Al-lon Laundry Sets, 1.79—Sets include ironing board, cover and pad, clothes pins, apron and laundry bag.

15c Carpet Binding, 8c yd.—In assorted colors.

39c Sanitary Aprons, 27c—Pure gum rubber sanitary aprons, large size.

Children's Garter Waists, 14c — "Perfect" waists with garters attached. Sizes 4 to 14 years. A real 35c value.

10c Metal Pot Mitts, 3 for 19c—"Jack Spratt" metal mitts for cleaning all kinds of pots and pans.

Bloomer Elastic, 6 yards, 19c—Blouse and bloomer elastic, ¼ inch wide, in black, white and pink. Reg. 5c yard.

15c Blue Label Tape, 10c—English superfine tape in ⅜ to ⅝ inch widths. White only. All widths. 10c a roll.

25c Dressmaker's Pins, 11c box—"Incomparable" pins reduced to less than half.

Pearl Buttons, 5c dozen — Real pearl buttons, 2 and 4 hole, 16 to 24 ligne. Reg. 10c doz.

Hooks and Eyes, 6 cards 5c—Odd lots of all kinds and sizes. Value 5c a card.

Celluloid and Ivory Buttons, 10c card—Dress and coat sizes of all kinds. Value 25c card. Others of 50c value, 35c card.

(Hamburger's—First Floor)

Silk covered, wool filled

$25 to 38.50

Comfortables $18

Bed covering de luxe. The filling is 100% lamb's wool; the tops are of silk; the borders of satin; the backs of sateen. Floral, spray and conventional patterns; colorings to harmonize with any decorative scheme. Cut, size 72x84 inches.

100% Wool Blankets, 6.50 Pr.

1500 pairs of genuine California all-wool blankets in an extra fine grade of long, staple wool. An array of plaids—blue, pink, tan and gray, that are a joy to choose from. Don't delay—for this quantity will scarcely last through one day's selling at this price. 66x80 inches.

Nashua Blankets 4.75 Pr.
Nashua and other standard grade blankets, specially priced. Pink, blue, tan or gray plaid. Extra large, 70x80 size.

Storm King Blankets, 2.95
Storm King Blankets, soft finished and warm. Offered at a drastic price cut. Attractive plaids, size 66x80 at 2.95 pair.

Mattress Protectors, 2.25
Royal brand mattress protectors specially priced for this sale. Single bed size, 42x76, 2.25, and double bed size, 54x76, 2.50.

5.00 Down Pillows, 3.50
Best quality curled gray down fills these pillows. Fine striped ticking covers them. Absolutely clean and sanitary. Size 21x27.

7.50 Betty Bates Bed Sets, 5.00

500 of these very popular sets, with or without shams. Colors rose or blue. With sham, 72x90 or without 72x108 size, 5.00. 81x90 set with sham, 5.95. Without sham, 81x108, 5.95.

(Hamburger's—Third Floor)

Utica Sheets 1.75

100 dozen hemstitched sheets at a price that won't let them last a day. Three sizes: 81x90, 1.75; 72x99, 1.85; 81x99, 1.95.

Hemmed Sheets, 1.25
Snow white bleached cotton of a heavy quality in these sheets. Torn before hemming. Size 81x90. Choose early.

Utica and Pequot Sheets & Cases

and other standard brands. All hemmed.

54x90—1.25	72x99—1.50	81x108—1.95
63x90—1.35	81x90—1.50	42x 36—35c
72x90—1.45	81x99—1.75	45x 36—40c

(Hamburger's—Third Floor)

The January

LINEN SALE

Provides big savings on table linens and towels

1000 Irish Linen Cloths

—with napkins to match

Specially priced for the White Sale. Full bleached with satin luster that heightens the beauty of the designs. Several circular patterns to select from.

Size	Regular	Sale
70x70	8.50	5.95
63x81	9.50	5.95
70x88	10.50	7.50
70x106	12.50	8.50

Size	Reg.	Sale
22x22,	$10.50 doz.	$7.50 doz.
24x24,	$12.00 doz.	$8.50 doz.

Quilted Table Padding
5000 yards of Royal table padding. Good quality — straight stitching. Specially priced for the January White Sale only.
48-in. width. Reg. 1.75, now 1.25.
54-in. width. Reg. 1.85, now 1.35.

Damask Tablecloths, 1.95
500 to go at this little price. Snow white cloths with a highly mercerized finish that will survive many washings. Neatly hemstitched with choice of plain white ones and those with pink or blue borders. 64x64 and 72x72 inch sizes.

$10,000 Worth Irish Linen Damask

—specially priced for the White Sale

A huge quantity of fine Irish linen damask cloths and napkins to match at prices that will be a temptation irresistible to the woman who loves fine napery. An extra heavy and superior flax yarn was used in the making of these and they are spun and finished smooth as satin. Six floral designs in square patterns now favored for the new oblong or square tables.

Cloths 66x68 .....3.95
Cloths 68x86 .....5.00
Cloths 68x104 .....6.95
Napkins, 21x21 5.50 Doz.

Hemmed Huck Towels, 1.35 doz.

Below Today's Price at Mill

Here is opportunity for the hotel or apartment owner—or the thrifty housewife—to save on a good heavy quality of huck towels. These have either white or red borders and are in the 16x32 size.

Irish Linen Crash, 15c Yd.
Directly imported at a price you will appreciate when you see this. Bleached or brown, with red or blue borders. Heavy, soft and absorbent; 16-inch width.

Hd. Bath Towels, 25c
Athletic ribbed bath towels below mill price today. Neatly hemmed, firmly woven; made to wear. Size 18x38.

Hemmed Huck Towels, 1.75 doz.
Superior grade white towels with red or blue borders. One of the standard hotel numbers. Size 18x36. Specially priced 15c each or 1.75 the dozen.

Hemmed Turkish Towels, 35c
So soft and absorbent they soak up moisture like a sponge. Double ply twisted yarn, snow white bleach, heavy weight. Will give long service. Size 20x40. (3.95 the dozen.)

Turkish Bath Mats, 1.00
Heavy ones—not flimsy and thin, but good, thick mats worthy of the name. Hemmed ends. Colors, white, pink and blue. Size 23x43. This is the same quality you usually pay 1.50 and 1.75 for.

Turkish Towels, 50c
Soft and fluffy towels, either pure white or with blue or pink borders. All hemmed. One price, but three grades and three sizes. 20x40, 22x42 and 24x42. (5.50 the dozen.)

(Hamburger's—Third Floor)

Clearance! Boys' Wear—at Great Reductions

Boys' $2 and $3 Union Suits, 95c
The Stutgarter and Peerless make—every mother is familiar with these makes. Ankle length and long-sleeve style. Good weight—well made. Sizes 28, 30, 32.

Boys' 1.50 and 2.00 Flannelette Sleepers, 95c
Soft, fleecy and warm flannelette. Neat, fancy stripes. Good fitting garments. All frog trimmed. Sizes 1 to 10.

Boys' 1.50 Flannelette Nightshirts, 95c
Good weight flannelette night shirts. Nicely made—neat stripes. 95c—just about the cost of the material alone! Ages 10 to 12 only.

Boys' Sport Hose, 35c
Wool sport hose — three-quarter length. Heather mixtures. English rib, fancy tops. Sizes 6 to 10. 3 pairs 1.00.

(Hamburger's—Second Floor)

ANUARY 1, 1924.—[PART

ales

Sale!

er buying power of the May

Group 4
UNDERMUSLINS
Bloomers, Step-ins
Chemises, Gowns 87c
Costume Slips
Think of it! 'Way less than a dollar
or pretty undergarments — values
ade possible by the greater buying
ower of the May Co. Windsor crepe
loomers, step-ins and chemises of
Vindsor and shadow batiste. Also
owns lace trimmed and tailored, and
ostume slips.

Group 8
SILK LINGERIE
—Chemises & 2.77
Drawers
ovely crepe de chine chemises, elab-
rately trimmed with Val. and lace
edallions, also step-in drawers of
repe de chine and radium. Dainty
astel shades.

Group 12
ILK NIGHT GOWNS
—Heavy Crepe 5.87
Chine
witching, pretty affairs that would
mpt one to buy just for the pure joy
wearing them—even if the low price
ere of no consideration. All the
ely pastel shades.

emise 1.98
in flesh, orchid

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ALE
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match
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patterns to select from.
Reg. Sale
2, $10.50 doz. $7.50 doz.
4, $12.00 doz. $8.50 doz.

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Linen Damask
White Sale
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Floor)

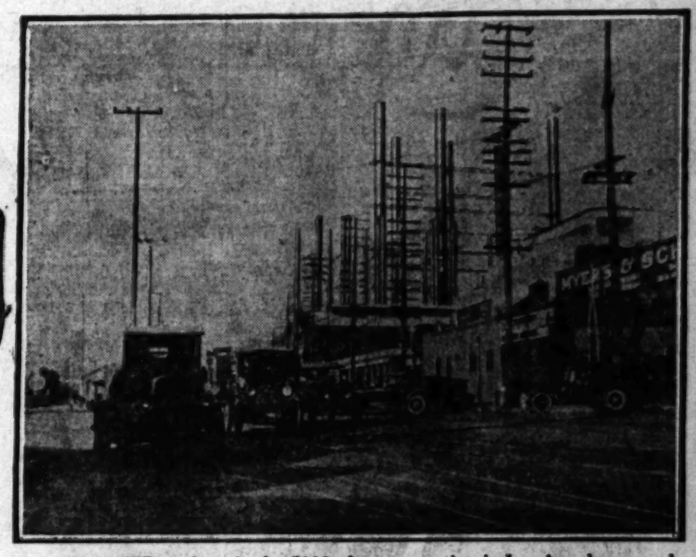
WHY IT'S A HAPPY NEW YEAR HERE

BECAUSE over 45,000 families built or bought new homes during 1923 and this is the type of home they built or bought, spending over $100,000,000.

19

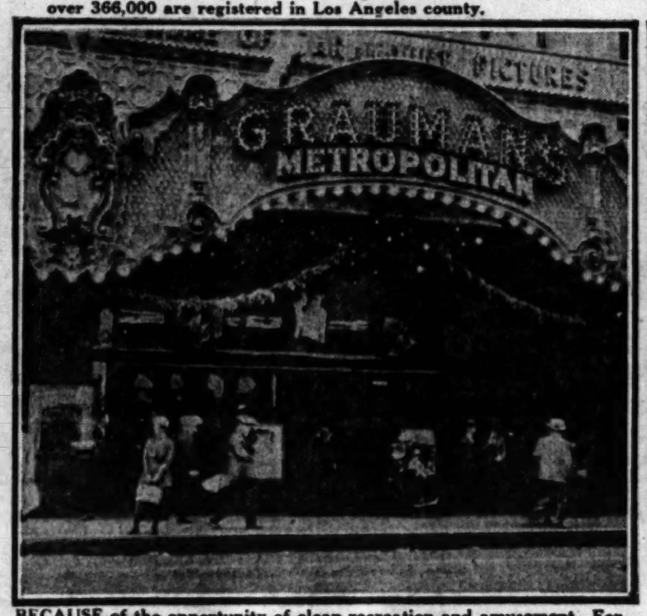
BECAUSE more than 132,000 Southern Californians bought new automobiles last year, adding to their enjoyment of life here. Of the 1,100,000 cars registered in the State, over 366,000 are registered in Los Angeles county.

24



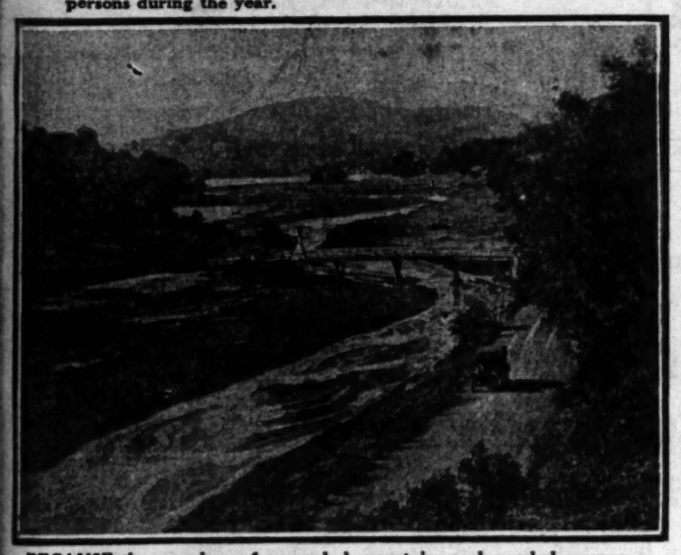
BECAUSE workers in the 5100 plants operating in Los Angeles earned $6,500,000 each week during the year, turning out $1,100,000,000 in products.

BECAUSE friends and relatives here welcomed 132,000 newcomers who arrived with household goods prepared to make their homes in the city, and because Los Angeles played host to about 1,600,000 persons during the year.

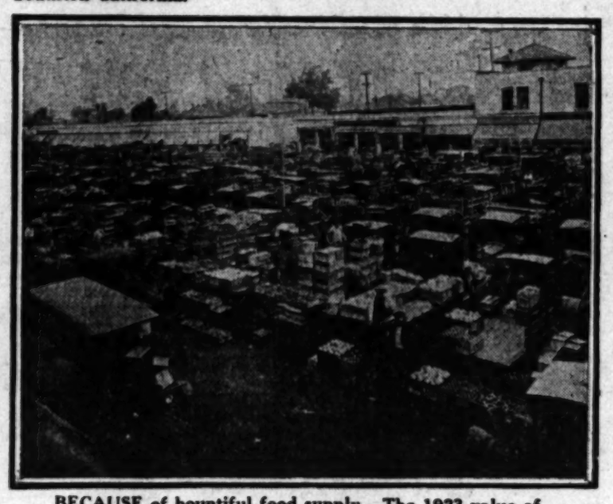


BECAUSE of the opportunity of clean recreation and amusement. For instance, Mr. and Mrs. Angeleno have their choice of over 130 theaters which show motion pictures, plays and vaudeville. There were 20,000,000 paid admissions to theaters per month in 1923 in Southern California.

BECAUSE there are half a dozen beautiful beach resorts within an hour's drive of the city.

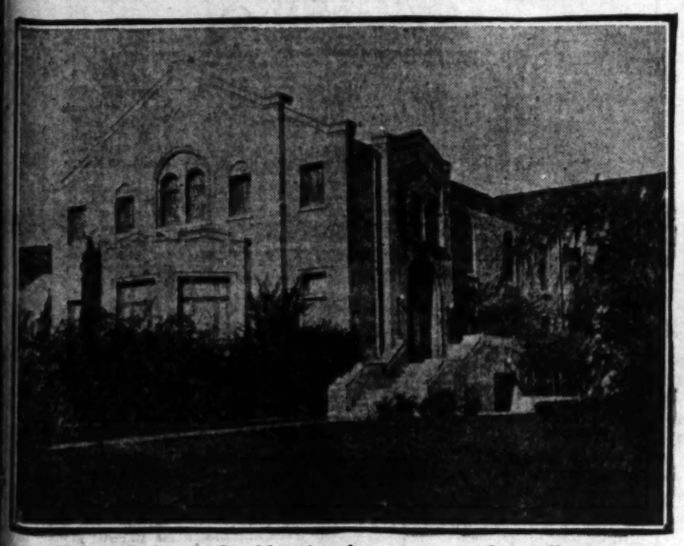


BECAUSE the grandeur of snow-clad mountains and wooded canyons can be reached by a short motor trip.



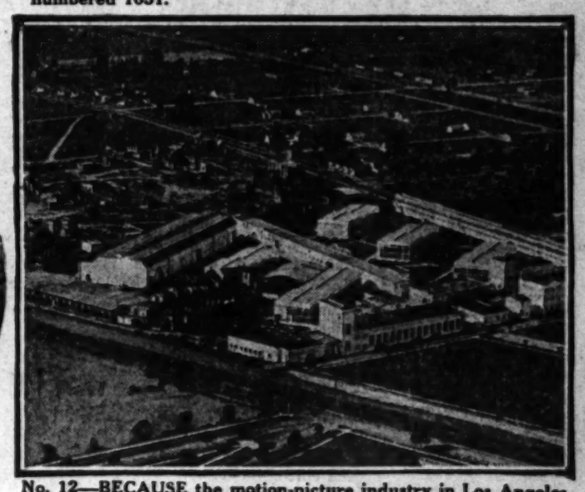
BECAUSE of bountiful food supply. The 1923 value of agricultural products produced in Los Angeles county will be in excess of $63,000,000. The city's industrial plants produced food products valued at $225,000,000.

BECAUSE Los Angeles Harbor is fulfilling its destiny. In 1923 it handled approximately 27,500,000 tons and 70 per cent of all tonnage passing through the Panama Canal originated in or was destined for this harbor. In 1913, 81 vessels visited Los Angeles Harbor; in 1923, the visiting ships numbered 1651.



BECAUSE the people of Los Angeles can express their collective gratitude to God in 375 churches of all denominations, with a combined weekly attendance of 500,000 persons.

No. 11—BECAUSE the dozen oil fields around Los Angeles produced over 265,000,000 barrels of oil last year.



No. 12—BECAUSE the motion-picture industry in Los Angeles employs over 30,000 people, in studios like this, with a weekly payroll of approximately $1,000,000.
Statistics from Los Angeles Chamber of Commerce.

Pictures by George R. Watson, Times Staff Photographer.

WILMINGTON

...the Portal of Southland Commerce

Invites You to Share in Her Opportunities

THE stupenduous commercial progress of *Los Angeles and Southern California* marked its inception with the completion of the gigantic harbor project that created the port of Wilmington, now Los Angeles Harbor.

Three main transcontinental railroads and one extensive electric line have established tide-water terminals here. And every highway from every part of Southern California reaches the harbor at the portals of *Wilmington*.

To this day, *Wilmington* has maintained her proud position as the portal of Southland commerce. The great harbor within the bounds of this community is the cradle in which has been reared the commercial eminence of Los Angeles.

Out of this great activity has risen a city of Opportunity—a city replete with attractions for those intent on business expansion, of industrial exploitation and commercial realization—and as a place in which to live and prosper.

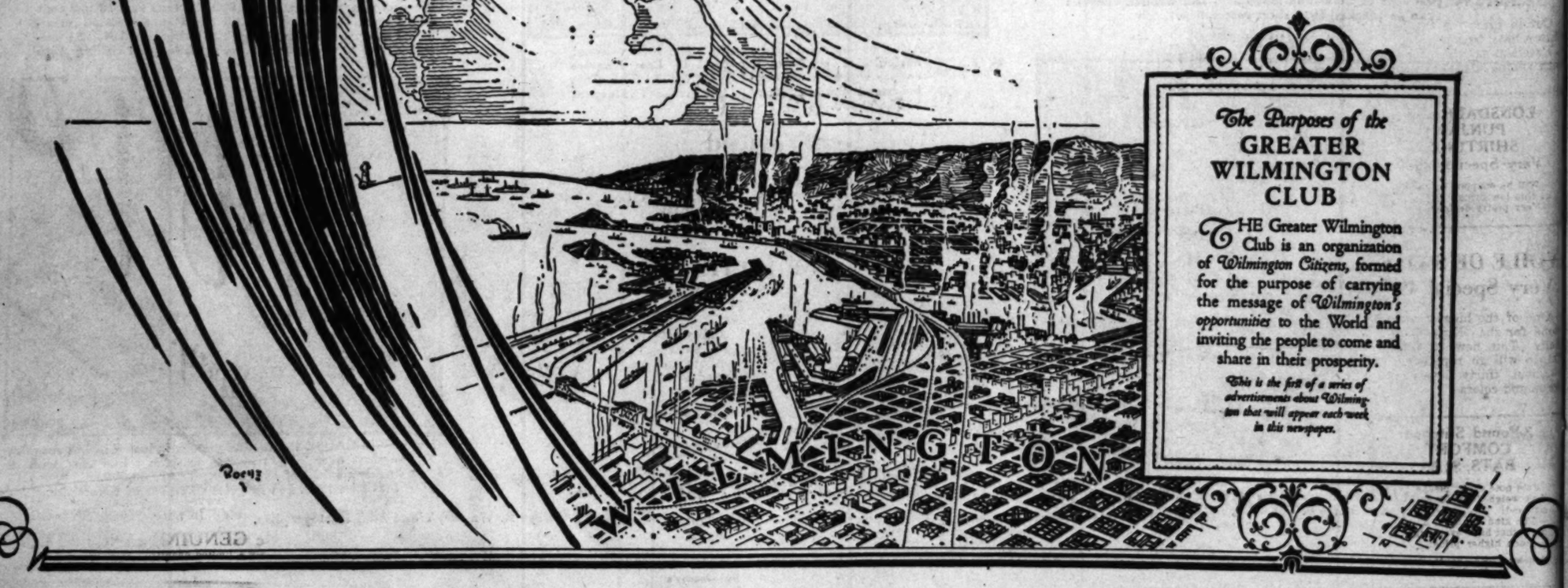
The ships of the world moor at the docks of *Wilmington*, discharging cargoes from distant ports and reloading their holds with California's contribution of field and factory.

Until you have seen *Wilmington* you can have no conception of what the future holds for Los Angeles, so we urge you to visit us and to share in the opportunities that are already here.

Greater Wilmington Club

Wilmington, California

Los Angeles Harbor



The Purposes of the
GREATER WILMINGTON CLUB

THE Greater Wilmington Club is an organization of *Wilmington Citizens*, formed for the purpose of carrying the message of *Wilmington's opportunities* to the World and inviting the people to come and share in their prosperity.

This is the first of a series of advertisements about Wilmington that will appear each week in this newspaper.

Ladies' Home Journal Patterns — Jacoby Bros. — Famous for Garments — Jacoby Bros. — Plain Curtains Made Free

Wednesday, January 2nd, Finds Jacoby's and All Los Angeles Ready for the Big

Semi-Annual KING COTTON SALE

—All Los Angeles and vicinity knows about Jacoby's Semi-Annual King Cotton Sale—

—And now it's here—all ready to start off with a bang the first thing Wednesday morning.

—And this page holds just some of the many, many big specials that will be forward in the sale!

—We can't promise that quantities will last all day so you'll want to plan on being here early!

—See the windows, they'll be full of King Cotton things!

LUX 4 Pkgs. 25c

—On the opening day of the King Cotton Sale only—that's Wednesday!
—No phone or mail orders, none sent C. O. D. and none delivered!

Main Floor, North Bldg.—Jacoby's

DRESS GINGHAMS 45c

—At this price only for the King Cotton Sale!
—Imported kind! Checks, plaids, plain colors.
—32 in. wide.

EVERFAST SUITINGS Special 59c

—Ordinarily sells for a great deal more!
—It's always on good terms with the sun and wash tub, you know!
—Big range of solid colors.
—36 in. wide.

BATH ROBING 75c

—You'll realize that it's worth far, far more when you see it!
—36 in. wide. A big assortment of pretty colors and color combinations.

BATH ROBE CORDS 39c

—Cut in price for the King Cotton Sale, too!
—Excellent matches for the bath robing exploited above!

LONSDALE and PUNJAB SHIRTINGS Very Special, 25c!

—Will be snapped up rapidly at this low price!
—Very pretty designs!

VOILE DE SWISS Very Special 49c

—One of the biggest attractions for the King Cotton Sale! This new 1924 wash fabric will go rapidly.
—About thirty lovely patterns and colors.

3-Pound Stitched COMFORT BATS, $1.25

—Just note again, please, that they weigh 3 pounds and are stitched!
—The kind of cotton comfort batts that have every right to a much higher price!

Second Floor—South Bldg.—Jacoby's

CHEESE CLOTH 10-Yd. Bolt 69

—Only 100 bolts for the King Cotton Sale—and they'll go in a hurry at this very low price!

Second Floor, South Bldg.—Jacoby's

FRUIT OF LOOM NAINSOOK 10-Yd. Bolts at $3.98

—Very specially priced for Wednesday only!
—36 in. wide.

Chamois Finished ENGLISH LONGCLOTH 10-Yd. Bolts $2.98

—A very special price for the King Cotton Sale.
—36 in. wide. Snowy white.

Here's Real News 69c WHITE GOODS 39c

—Come early if you want to be one of the lucky purchasers.
—Pretty patterns and weaves. Choice of sheer or heavy goods.

Kalburnie DRESS GINGHAMS 25c

—2000 yards at this low price for King Cotton sale!
—32 in. wide.
—Spring 1924 patterns.

KIDDIE AND SCHOOL DAY CLOTH 35c

—Another chance for big savings. 32 in. wide. Big range of colors, including solids.

LINGERIE KUBE KREPE 39c

—In solid colors, pink, blue, lavender, honeydew, etc.

Second Floor, South Bldg.—Jacoby's

Imperfect Pairs of a Famous Maker's $1.65 Silk Stockings 89c

—What if they are imperfect—they're priced but 89c—and a few stitches taken here or there will more than make up for the big difference in what you pay for them!
—They're silk up to the garter welt and it's of lisle! Semi-fashioned!
—In black, brown and a few colors!
—Only 720 pairs for this big King Cotton Sale!

Main Floor, North Bldg.—Jacoby's

If You're After the Very, Very New— Wear a SHIMMERING HAT of HAIRCLOTH In the Lovely Mexican Brown $5.00

—Every week a certain number of new hats arrive—from leading designers who keep right up to the minute on Fashion's latest whims. And every week, as the new ones come in, you are assured of being able to buy the smart new effects almost as soon as they're created.

—These are perky little poke styles, cloche effects and off-the-face models so popular with Miss Bobbed Head and Miss Unbobbed, too!

—They're trimmed to give them jaunty airs—and these developed of the glistening, shimmering haircloth make them beautiful little affairs becoming to most every type!

Third Floor, North Bldg.—Jacoby's

For Weeks We've Planned This Sale of $3.98 to $5.98 New L'Aiglon Wash Dresses, $2.98

—Is it much wonder we anticipate a crowd—firstly they're the famous L'Aiglon Wash Dresses; secondly, they're the kind that sell anywhere from $3.98 to $5.98—and look at the savings that means for you!
—How we came to get them is another story—too long to tell about here—but large women will be glad to know there are ALL SIZES FROM 36 UP TO 48.
—They're made of wonderful quality ginghams—many even trimmed with Porto Rican hand work! A great big assortment of styles and colors—far too many to mention in the small space allotted them!

Third Floor, North Bldg.—Jacoby's

Special Purchase. Sample Line of WOMEN'S MONARCH KNIT UNDERWEAR Very Much Underpriced

—Yes, every piece is 'way, 'way less, some being priced less than half of what they sell for originally! A very lucky buy, and we're passing the savings on to you in the King Cotton Sale.

VESTS 29c

—They ought to be sold for 35c, 50c and 75c!
—1200 samples in many different styles!
—In lisle and fine cotton; fine and Swiss rib; bodice and band tops.
—Sizes: 36 to 44.

UNIONSUITS 49c

—Ordinarily they'd sell for 75c and $1.00!
—1200 samples!
—Of splendid quality cotton. Low neck; sleeveless. Ribbon run tops and wide shell trimmed knee.
—Sizes: 36 to 44.

Main Floor, North Bldg.—Jacoby's

In the Downstairs Store

Corsets, Very Special, $1.49

—Included in the lot are pink coutil and fancy figured pink corsets. Medium, low bust and topless styles.
—All sizes.
—GIRDLES in closed back style are in this lot also.

Downstairs Store, South Bldg.—Jacoby's

81x99-In. PEQUOT SHEETS $1.75

—Note again the good big size of them!
—No phone orders and none sent C. O. D., please.

81x90-In. PEQUOT SHEETS $1.69

—They're bleached and seamless, remember!
—No phone orders and none sent C. O. D.

72x99-In. PEQUOT SHEETS $1.69

—There's just a limited quantity to start off the big King Cotton Sale!
—No phone orders and none sent C. O. D., please!

63x99-In. PEQUOT SHEETS $1.49

—480 of them for the King Cotton Sale! Seamless, too!
—No phone orders and none sent C.O.D., please.

Here Are 81x90-In. MOHAWK SHEETS $1.59

—You already know that $1.59 is 'way, 'way less than you ordinarily pay for these good size, bleached, seamless Mohawk sheets!

72x90-In. Freemont SEAMLESS SHEETS $1.39

—A King Cotton special that you'll not want to miss!
—They're fully bleached and a quality seldom, indeed, found at $1.39.

Second Floor, South Bldg.—Jacoby's

Wednesday! PEQUOT PILLOW CASES, 39c

—Wednesday only they're to go at this much lowered price! 42x36-in. size! Fully bleached!
—No phone orders and none sent C.O.D.

44c Mohawk PILLOW CASES 35c

—Mohawk pillow cases, you know, are free from dressing, too! These are fully bleached!

45x36-In. Pequot PILLOW CASES 43c

—Note they're the big size, please!
—No phone orders and none sent C.O.D.

Meadowbrook PILLOW CASES 29c

—Fully bleached! And it's hardly necessary to say that the 1200 of them ready for King Cotton Sale will soon be gone!

Second Floor, South Bldg.—Jacoby's

MERCHANDISE will not be accepted for credit or exchange unless it be returned within five days from the date of sale, as evidenced by sales check and in the same condition as when purchased.

1700 Yds. HOPE MUSLIN Less Than Wholesale 18c

—Yes, true—we ordinarily have to pay more for it in a wholesale way than you buy it for in this King Cotton Sale!

—It's free from dressing! 36-in. wide. No phone orders, none sent C. O. D., none delivered and none sold to dealers, please!

Second Floor, South Bldg.—Jacoby's

NOVELTY AND SPORT WOOLENS $1.69

—Deeply cut in price for the King Cotton Sale, some in the group going for less than half of original price!

—54-in. wide! Rich look looking all-wool fabrics in a number of pretty styles.

WOVEN ASTRAKHAN At $2.89

—Priced 'way, 'way down as a King Cotton treat!
—52 inches wide.
—Colors: Black, white, taupe, tan and gray.

$2.49 Imported FRENCH CREPE $1.79

—An interesting reduction for the King Cotton Sale, isn't it?
—38-in. wide. All wool.
—Colors: Rose, brown, navy and gray.

$3.98 TRICOTINE AND POIRET TWILL $2.89

—Only a limited quantity at this big reduction, so be here early for your share.
—54 inches wide.
—Colors: Tan, brown, navy and black.

$1.98 Drop Stitch TRICOSHAM $1.49

—Figure out for yourself the big savings on a dress!
—36-in. wide. A knitted fabric that gives unusual service!
—In navy, tan and nigger brown.

$2.79 Silk and Wool CANTON CREPE $1.79

—Think of it! A dollar saved on each yard of dress material bought!
—39-in. wide.
—Colors include: navy, Alice, henna, brown, tan, jade, bottle green and midnight black.

$5 and $6 LA CAMILLE CORSETS $3.98

—240 were bought especially for this event; hence the low price!
—In pink brocade. Medium and low bust, long hip; ventilated back. Have shield in front and lox-it clasp. Extra well boned. For medium and average figures.
—Sizes: 22 to 32.

Second Floor, North Bldg.—Jacoby's

SILK CREPE DE CHINE Was $1.59—Now $1.19

—Another price cut that's going to win friends for the King Cotton Sale!
—40 inches wide. In Alice, rose, maize, light blue, pink, gray and turquoise.

CANTON CREPES AND FLAT CREPES $2.95

—40 inches wide.
—In navy, black, tan and brown.

Second Floor, South Bldg.—Jacoby's

Jacoby's On Broadway-between 3rd & 4th

ECONOMY LINING Was 79c—Now 59c

—This silk and cotton mixture can be utilized in many ways—for underthings, linings, etc. In nearly every shade!

89c GENUINE LINGETTE 59c

—Only a limited quantity. 20 colors in the lot!

Second Floor, South Bldg.—Jacoby's

BABBITT

BY

SINCLAIR LEWIS

IV

He saw a crowd listening to a man who was talking from the rostrum of a kitchen chair. He stopped his car. From newspaper pictures he knew that the speaker must be the notorious free-lance preacher, Beecher Ingram, of whom Seneca Doane had spoken. Ingram was a gaunt man with flamboyant hair, weather-beaten cheeks and worried eyes. He was pleading:

"—if those telephone girls can hold out, living on one meal a day, doing their own washing, starving and smiling, you big hulking men ought to be able—"

Babbitt saw that from the sidewalk Vergil Gunch was watching him. In vague disquiet he started the car and mechanically drove on, while Gunch's hostile eyes seemed to follow him all the way.

V

"There's a lot of these fellows," Babbitt was complaining to his wife, "that think if workmen go on strike they're a regular bunch of fiends. Now, of course, it's a fight between sound business and the destructive element, and we got to lick the stuffin's out of 'em when they challenge us, but doggoned if I see why we can't fight like gentlemen and not go calling 'em dirty dogs and saying they ought to be shot down."

"Why, George," she said placidly, "I thought you always insisted that all strikers ought to be put in jail."

"I never did! Well, I mean—Some of 'em, of course. Irresponsible leaders. But I mean a fellow ought to be broad-minded and liberal about things like—"

"But, dearie, I thought you always said these so-called 'liberal' people were the worst of—"

"Rats! Women never can understand the different definitions of a word. Depends on how you mean it. And it don't pay to be too cocksure about anything. Now, these strikers: Honest, they're not such bad people. Just foolish. They don't understand the complications of merchandising and profit, the way we business men do, but sometimes I think they're about like the rest of us, and no more hogs for wages than we are for profits."

"George! If people were to hear you talk like that—of course, I know you; I remember what a wild, crazy boy you were; I know you don't mean a word you say—but if people that didn't understand you were to hear you talking they'd think you were a regular Socialist!"

"What do I care what anybody thinks? And let me tell you right now—I want you to distinctly understand I never was a wild, crazy kid, and when I say a thing I mean it, and I stand by it, and— Honest, do you think people would think I was too liberal if I just said the strikers were decent?"

"Of course they would. But don't worry, dear; I know you don't mean a word of it. Time to trot up to bed now. Have you enough covers for tonight?"

On the sleeping-porch he puzzled: "She doesn't understand me. Hardly understand myself. Why can't I take things easy, way I used to?

"Wish I could go out to Sonny Doane's house and talk things over with him. No! Suppose Verg Gunch saw me going in there!

"Wish I knew some really smart woman, and nice, that would see what I'm trying to get at, and let me talk to her and— I wonder if Myra's right? Could the fellows think I've gone nutty just because I'm broad-minded and liberal? Way Verg looked at me—"

Chapter XXVIII

Miss McGoun came into his private office at 3 o'clock in the afternoon with: "Lisseu, Mr. Babbitt; there's a Mrs. Judique on the phone—wants to see about some repairs, and the salesmen are all out. Want to talk to her?"

"All right."

The voice of Tanis Judique was clear and pleasant. The black cylinder of the telephone receiver seemed to hold a tiny animated image of her—lustrous eyes, delicate nose, gentle chin.

"This is Mrs. Judique. Do you remember me? You drove me up here to the Cavendish Apartments and helped me find such a nice flat."

"Sure! Bet I remember. What can I do for you?"

"Why, it's just a little— I don't know that I ought to bother you, but the janitor doesn't seem to be able to fix it. You know, my flat is on the top floor, and with these autumn rains the roof is beginning to leak, and I'd be awfully glad if—"

"Sure! I'll come up and take a look at it." Nervously, "When do expect to be in?"

"Why, I'm in every morning."

"Be in this afternoon in an hour or so?"

"Ye-es. Perhaps I could give you a cup of tea. I think I ought to, after all your trouble."

"Fine! I'll run up there soon as I can get away."

He meditated, "Now, there's a woman that got refinement, savvy, class! 'After all your trouble—give you a cup of tea.' She'd appreciate a fellow. I'm a fool, but I'm not such a bad cuss, get to know me. And not so much a fool as they think!"

The great strike was over, the strikers beaten. Except that Vergil Gunch seemed less cordial there were no visible effects of Babbitt's treachery to the clan. The oppressive fear of criticism was gone, but a diffident loneliness remained. Now he was so exhilarated that, to prove he wasn't, he droned about the office for fifteen minutes, looking at blueprints, explaining to Miss McGoun that this Mrs. Scott wanted more money for her house—had raised the asking price—raised it from seven thousand to eighty-five hundred—would Miss McGoun be sure and put it down on the card—Mrs. Scott's house—When he had thus established himself as a person unemotional and interested only in business, he sauntered out. He took a particularly long time to start his car; he kicked the tires, dusted the glass of the speedometer and tightened the screws holding the windshield spotlight.

He drove happily off toward the Bellevue district, conscious of the presence of Mrs. Judique as of a brilliant light on the horizon. The maple leaves had fallen and they lined the gutters of the asphalted streets. It was a day of pale gold and faded green, tranquil and lingering. Babbitt was aware of the meditative day and of the barrenness of Bellevue—blocks of wooden houses, garages, little shops, weedy lot. "Needs pepping up; needs the touch that people like Mrs. Judique could give a place," he ruminated as he rattled through the long, crude, airy streets. The wind rose, enlivening, keen, and in a blaze of well-being he came to the flat of Tanis Judique.

(Continued in Tomorrow's Times.)

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MONTREAL PREPARES FOR WINTER CARNIVAL

[EXCLUSIVE DISPATCH]

MONTREAL, Dec. 31.—Montreal's annual winter sports carnival will open this year on Saturday, January 19 and close February 23. A. L. Caron is chairman of the winter sports committee. The program will include skiing, tobogganing, skating and snow-shoeing. A committee of Montreal's leading architects are working on plans for decorating the center of the city. There will be special illuminations at night and some dignified ice structure will be undertaken for Dominion Square. Some unusual and attractive feature will be arranged for each week-end during the carnival season.

DECREASE IN CHICAGO CAR DEATH RATE

Year's Report Shows 722 Killed in Year, Compared With 744 for 1922

[EXCLUSIVE DISPATCH]

CHICAGO, Dec. 31.—William W. Grant, 70 years of age, was the seven hundred and twenty-second person killed in Cook county by automobiles in 1923. His body was found crushed and bruised at State and Congress streets after it had been run over by a motor truck early today.

In 1922 there were 744 automobile fatalities in Cook county, according to the Coroner's report, or twenty-two more than for the present year.

The highest number of automobile fatalities for any one month this year was recorded in November, when seventy-five persons were killed. In December up to a late hour of the last day of the month fifty-nine persons had met their deaths in the same manner.

August, 1923, was the heaviest month last year, when seventy-nine deaths were recorded.

OFFICERS ARE NAMED BY DELANO CHAMBER

[EXCLUSIVE DISPATCH]

DELANO, Dec. 31. — J. M. Hallweide has been elected president of the Delano Chamber of Commerce, following his recent appointment as temporary executive of the organization. Three new directors, chosen to fill vacancies, were elected as follows: B. F. Stradley, Lynn Hickman and R. R. Burke.

Rail Cashier Is Accused of Large Thefts

[EXCLUSIVE DISPATCH]

SAN FRANCISCO, Dec. 31. — Charged with the embezzlement of $25,000 over a period of six years from the Western Pacific Railroad, Bruce Forman, 33 years of age, for six years cashier at the Oakland headquarters of the railroad, was arrested this morning as he stepped off the overland train, having returned from a visit to his mother in Colorado.

Forman was taken to the County Building, where he was closely questioned by Dist.-Atty. Ezra Decoto and Judge Everett J. Brown, attorney for the Western Pacific.

Officers said that the total amount of the alleged shortage found in Forman's accounts was more than $28,000, that it might reach $35,000 when all books had been checked over. The police do not believe Forman's story of spending the money only for personal expenses, asserting that they have found that in the six years he bought two expensive automobiles.

CURTIS REDRESSES "POST;" COST RAISED

[EXCLUSIVE DISPATCH]

NEW YORK, Dec. 31. — Over the telephone from his home in Wyncote, Philadelphia, Cyrus H. Curtis, publisher, who recently purchased the New York Evening Post, said tonight that the price of the newspaper would be raised from 3 to 5 cents a copy. The Post will appear in an entirely new type dress and there will be an enlarged foreign, domestic and local news service. The number of pages in each issue will also be larger than in the past, each issue

MOVING

About January 1st

To 773 So. Hope St.

The "Blind" Man

Largest Exclusive Manufacturers of

WINDOW SHADES

in the West

—Established 1891—

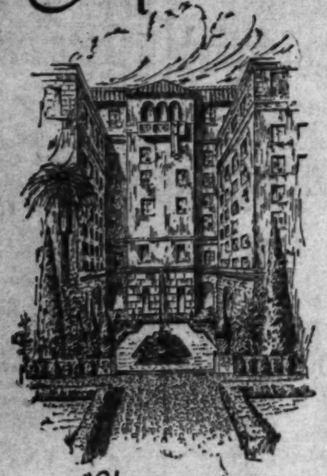
E. H. ELKELES

Phone 823-889 878-260

INTERESTING FREE BOOKLETS

The LOS ANGELES TIMES Washington Information Bureau is constantly on the watch for free government publications of interest to TIMES readers. Also announcements every day or so in the news column of THE TIMES.

Las Moradas Apartments



"Your apartment your own"

Surroundings, too, must add their contributions to the atmosphere of distinction imparted by the building itself. This factor has been most adequately cared for in Las Moradas Apartments.

For just so surely as the more intimate possessions are true indications of the character of the possessor, so is the home and the landscaping of that home as certain to reflect the standing of the owner in the community.

The formal gardens planned for Las Moradas could not be associated in the minds of those who see them with anything other than the selection of the individual who knows and demands the better things.

Handsome brochure upon request

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The Shop of Supreme Quality and Style

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APPAREL FOR WOMEN AND MISSES EXCLUSIVELY

635 · 637 · SOUTH · BROADWAY

Extra Sales People To Give Our Usual Prompt Service

Tomorrow Morning, 9 a. m. Sharp Our Tremendous

JANUARY CLEARANCE

500 BLOUSES Reduced 1/3 and 1/2

Every Remaining Fall and Winter Garment

REDUCED

1/4 — 1/3 and 1/2

and in many instances LESS THAN 1/2 PRICE

Imagine what this means to YOU. Magnificent Garments — words cannot describe them — each is a masterpiece of design and workmanship — tomorrow at prices that are a fraction of their actual worth.

Our Entire Stock of Plain & Fur-Trimmed WINTER SUITS now 1/2 off

1500 Gowns and Dresses

Formerly Priced		
39.75 to 55	Now	$27
49.75 to 65	Now	$33
59.75 to 79.50	Now	$39
69.75 to 89.75	Now	$44
75 to 98.75	Now	$49
85 to 110	Now	$54
95 to 119.75	Now	$59
98.75 to 129.75	Now	$64
110 to 139.75	Now	$69
119.75 to 149.75	Now	$74

1000 Sumptuous Coats

Formerly Priced		
45 to 59.75	Now	$29.88
49.75 to 65	Now	$32.50
59.75 to 75	Now	$37.50
69.75 to 89.75	Now	$44.75
75 to 110	Now	$56.50
85 to 125	Now	$63.50
95 to 149.75	Now	$73.50
110 to 167.50	Now	$83.50
125 to 185	Now	$92.50
149.75 to 225	Now	$112.50

Entire Stocks of Brushed Wool Sweaters, Knitted Capes, Brush Wool Hats and Scarf Sets

For Quick Clearance

Now Reduced 1/3 and 1/2

and in some instances less than half.

350 Sport Skirts 1/2 Price

450 Exclusive Evening, Afternoon and Street GOWNS & FROCKS

Formerly Priced from $125 to $395

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Our Entire Stock of Exclusive Model Coats

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350 Sport Skirts
1/2 Price

NEWS OF SOUTHERN COUNTIES

WINE AND SONG RULE MEXICALI

Mid-Time Celebration at Border Town

Wine and Gambling Hall Are Crowded

Guests Orderly as Old Year is Rung Out

[EXCLUSIVE DISPATCH]

MEXICALI, Dec. 31.—Nineteen hundred twenty-three was noisily put on its way and 1924 ushered in here tonight with all the abandon of the old-time pre-Volstead New Year's Eve celebrations. Today's crowd was asserted to be the largest and still withal the best behaved of New Year's celebrators this little Mexican city was established more than a quarter century ago.

Every Imperial Valley town was represented in the crowds here tonight by good-sized delegations. Each of the well-known cafes and barrets had its full house, with many small watch parties making up the good-natured crowd. Tables had been reserved several days ago but late comers found it almost impossible to obtain entrance at the Cafe De Paris, Climax Grill, Imperial Cabaret and San Diego Cafe. The celebration tonight was in the nature of a final fling for those who have decided to swear off for another year, while for others it might have been taken for a outburst of joyousness because of the very profitable cotton crop this season and the era of returning prosperity.

GAMES CROWDED

Still others in the big crowd celebrated for no reason at all other than that it was New Year's Eve and Mexicali was the place to put on the sort of parties that are taboo at Los Angeles and other places where the night-life has been tamed.

At the mammoth gambling hall of the A. B. W. Club, where there is a standing room for at least 3000 persons, there was no surplus room tonight. The gaming tables were all in full operation, poker, craps, ecarte, black jack and roulette attracting the attention and the dollars of the thousands of visitors who were willing just one more flyer at the goddess of luck. Over the entrance of the big hall of chance a great electric owl blinked its red eyes wisely while it doubtless computed how much the New Year's crowd had tonight contributed toward the club's monthly license of $65,000.

GOVERNOR HERE

Many cases of fine old wines and liquors and a large supply of some less fine were consumed by the crowds here tonight and the advent of the young year was greeted to an extent and in a spirit of recklessness unrivaled anywhere in any other part of North America. Many pounds of confetti were exchanged in barrages among the diners in the cafes, where good nature ruled continually. Girl shows and fancy dancers, some with costumes and some with less, won the applause of the honeymakers.

Prominent among the celebrators tonight was Gov. Abelardo Rodriguez and members of his party, who bade good-by to 1923 and received the new year with all the dignity and hospitality for which Mexican officials are noted.

THREE ANAHEIM HOMES ROBBED OVER SUNDAY

[EXCLUSIVE DISPATCH]

ANAHEIM, Dec. 31.—Thieves netted approximately $500 in robberies in Anaheim homes over the week-end. Three houses were entered and jewelry, clothing, furs, money and silverware were stolen. An attempt was made early yesterday morning to rob the Blue Bird Gold Service station near Anaheim but the proprietor, M. D. Hamblin, who remained at the station during the night, was aroused and frightened the intruders away. Eight other robberies or attempted robberies have occurred at the same station during the past year, according to police. On several occasions goods valued at $800 and $1000 have been stolen. Although Hamblin succeeded in protecting his business establishment thieves entered his home in Anaheim during the night and escaped with jewelry and old coins, heirlooms highly valued by the family.

River Peak Guest Ranch—serves meals of unusual merit, charming surroundings. Ph. Pomona Sub. 5. —[Advertisement.

SYMEN CLERK KEPT BUSY AT SANTA ANA

[EXCLUSIVE DISPATCH]

SANTA ANA, Dec. 31.—Santa Ana's reputation as the "Gretna Green" of California gained in prestige during the year just closing, it was shown today. Ending with a New Year's run of forty-one licenses, County Clerk Pack's total for the year were closed with a total of 4372 licenses to wed. For years Santa Ana has led the State with issuances in proportion to population. June was the "month of brides" in Santa Ana, it was shown, that month registering 476 licenses.

RABBIT BREEDERS ELECT

[EXCLUSIVE DISPATCH]

ONTARIO, Dec. 31. — W. A. Hannah of Ontario will again serve the Associated Rabbit Breeders of Southern California as their president during the ensuing year, it was announced today following the annual meeting of members at the Ontario Chamber of Commerce. Other officers elected were F. C. Bailey, Pomona, first vice-president; W. A. Bixler, Pomona, second vice-president; W. L. Kiler, Ontario, secretary and treasurer, and Mrs. F. L. Warburton, Upland, additional member executive board.

REDLANDS' GREATEST YEAR

Happiness Brought by Better Business, Increased Buildings and Cuts in Rates

[LOCAL CORRESPONDENCE]

REDLANDS, Dec. 31.—This has been the greatest year of progress Redlands has known, according to figures obtained today. Business during the year and especially during the holidays has broken records. This has been reflected in improvements to stores, increase in stocks and moves by several of the leading business firms to larger quarters.

The building permits for the year showed an increase of 70 per cent over last year. The total this year is $584,000 as compared with $349,000 for 1922. Most of these were for new homes.

The increase in population is estimated at 1000 during the year. Public-service corporations have reduced their rates, the Edison company domestic rates being reduced to less than 7 cents a kilowatt hour, the Southern California Gas Company rates being reduced 20 per cent and the water rates 10 per cent.

Postal receipts showed a gain of 16 per cent during the year. The receipts last year at the local postoffice were $51,000, and this year $59,700.

GLENDALE COUPLE TO CELEBRATE

Mr. and Mrs. J. M. Lovell Will Observe Marriage of Fifty Years Ago

[LOCAL CORRESPONDENCE]

GLENDALE, Dec. 31.—Starting a New Year together fifty years ago, Mr. and Mrs. John M. Lovell of 506 North Maryland avenue, have issued more than 100 invitations to their friends to help celebrate their golden marriage anniversary tomorrow afternoon. The reception will be held in the lounge room of the Tuesday Afternoon Clubhouse. They were married at Ipava, Ill., at the home of Mrs. Margaret Cope, mother of the bride, who was Miss Frances L. Cope.

Mrs. Lovell was born April 13, 1849, and Mr. Lovell June 2, 1852. Their families were early settlers of the community near Ipava, and they had grown up as friends and sweethearts.

Mr. Lovell's father, James M. Lovell was a lifelong friend of Abraham Lincoln.

OLD POMONA BLOCKS WILL BE REMODELED

[EXCLUSIVE DISPATCH]

POMONA, Dec. 31.—Work of remodeling the two Phillips blocks, old landmarks that have stood in the heart of Pomona's business district for many years, will start the 2nd inst., it became known today. The buildings are at Second and Thomas and Second and Main streets, and the plans as completed today call for Italian architecture. The cost of the two projects has not been disclosed, but it will no doubt run into six figures, as both buildings have wide frontage on the main business street of the city. Both blocks are the property of Mrs. George S. Phillips. William J. Wilkinson has charge of construction details.

BOY LOCKED IN VAULT HAS NARROW ESCAPE

[BY A. P. NIGHT WIRE]

SANTA BARBARA, Dec. 31.—Imprisoned half an hour between the inner and outer doors of a steel vault, a 10-year-old boy was rescued today just in time to save his life. A number of boys were playing around the safe, the outer door of which was open. One boy stood in the narrow space between the doors and the others pretended to close the outer door. Their play became too realistic and the lock snapped shut, imprisoning the boy. A passing letter carrier came to the rescue and called the contractor who owned the vault. The boy fell out when the door was opened. He revived in a short time and fled without giving his name.

REDONDO BEACHERS WELCOME NEW YEAR

[EXCLUSIVE DISPATCH]

REDONDO BEACH, Dec. 31.—The closing night of the old year was celebrated by a rollicking carnival under the auspices of the Redondo Boosters' Association with fun and merriment prevailing a-plenty in spite of a high wind and the lowest temperature which has visited this beach in several years. Novelty dances and vaudeville entertainment were provided at the pavilion and revelry continued along El Paseo until the New Year had been given a rousing welcome.

FLOOD DANGER IN IMPERIAL PASSES

[BY A. P. NIGHT WIRE]

CALEXICO, Dec. 31.—The Gila River flood has passed its peak in the Imperial irrigation district, according to an official estimate today. The total early today was 70,000 second feet. Chief Engineer Carberry announced that all danger had passed and that the Colorado River protective levees now are better than ever before.

ARCADIA BREAKS BUILDING RECORD

[EXCLUSIVE DISPATCH]

ARCADIA, Dec. 31.—All building records for Arcadia were declared smashed today when the City Clerk's figures showed an annual total of $683,005. This is more than total figures last year which was likewise a record-breaker. Among the new businesses coming to Arcadia as announced this week is a $20,000 picture theater to be erected by Charles E. Hess of Bakersfield. The new showhouse will adjoin the Hauser Building on Huntington Drive and will seat nearly 1000. The theater will have a center entrance with shops on each side.

WOMEN PLAN TO BUILD

[LOCAL CORRESPONDENCE]

PACOIMA, Dec. 31.—With the coming of January, committees representing the Woman's Club express an intention of redoubling their efforts to raise a fund with which to start work on the proposed clubhouse. This is to be built on a lot that has been presented to the organization, the gift being made with a proviso that a permanent home for the organization shall be built on the property.

LONG BEACH PAST YEAR GAIN HUGE

Building Permits and Bank Clearings Nearly Doubled

By a "Times" Staff Correspondent.

LONG BEACH, Dec. 31.—Long Beach ended the calendar year of 1923 with the enviable record of having almost doubled its volume of bank clearings and building activities in that period.

It was revealed that bank clearings for the year had reached a grand total of $432,151,551.80, as compared to $250,496,141.14 for the preceding year, and that total building permits attained a total of $23,830,000, compared to $14,941,419 for 1922.

It was said at the office of the City Building Inspector that the $25,000,000 mark would have been reached and passed had it been possible, with additional office help, to complete a check of the plans for the $1,450,000 Stillwell apartment project, a twelve-story apartment-house to be constructed soon.

January, 1924, promises, according to Vern D. Hedden, Chief Building Inspector, to be one of the most active months in the history of Long Beach from a building standpoint.

HERMOSA BEACH BOOM

Gain of $900,000 in Building is Shown in 1923

[LOCAL CORRESPONDENCE]

HERMOSA BEACH, Dec. 31.—The year 1923 will close as the most remarkable in the development of Hermosa Beach building. Permits tonight total $1,600,000, a gain of $900,000 over the figures for last year. Fully $100,000 in building is now under construction with almost this amount contemplated for next month.

An expansion campaign is planned by the Chamber of Commerce January 7 when concentrated effort will be made to extend the work of the Chamber of Commerce and obtain a larger membership.

A sidewalk contract involving $126,000 is now under way and fifteen miles of street paving is included in the program of development for 1924.

NO COLD DAMAGES AT SAN FERNANDO

[LOCAL CORRESPONDENCE]

SAN FERNANDO, Dec. 31.—Falling temperature of last night did no damage to citrus groves in the vicinity of San Fernando Valley, in the judgment of growers and packers who spent the day in making a survey. Lemon picking is still in progress, but it will be at least two or three weeks before there will be any great activity in the orange groves. The packing-houses are utilizing idle hours in arranging their plants for the more advantageous handling of the crop, indications for which, packers believe, will be one of the best of recent years.

MONROVIA BUILDING INCREASES IN YEAR

[EXCLUSIVE DISPATCH]

MONROVIA, Dec. 31.—Monrovians are rejoicing today in the fact that building permits for 1923 will pass those of last year by nearly three-quarters of a million dollars. The grand total for the year is $1,750,530, as against $1,023,808 for last year. Prospects in every department of municipal activity indicate that the city is on the eve of a substantial and steady development. The city has gained something like 2000 residents during the year, brought four new industries here and today has more prospects for an industrial nature than at any time in its history.

LIMA BEAN GROWERS THINK POOL ASSURED

[LOCAL CORRESPONDENCE]

RESEDA, Dec. 31.—Lima bean growers today feel encouraged in believing that the 1924 pool is assured. When the association started out to pool the local output of baby limas for the new year, hoping thereby to obtain for growers the top price, it was stated that the certainty of co-operative marketing depended upon the ability of those interested in the forming of a pool to get the signature of growers representing 70 per cent of the acreage. Today it is stated that almost 8000 acres have been signed among growers whose interests involve 12,000 acres.

NEW BRIDGE WANTED OVER PACOIMA WASH

[LOCAL CORRESPONDENCE]

SAN FERNANDO, Dec. 31.—Effort is to be made by San Fernando civic bodies to induce Los Angeles to build a new bridge across Pacoima wash. The bridge is in Los Angeles, on San Fernando Road at a point on the boundary line. For the purpose of presenting the demand a meeting of all interested was today called by President R. H. Glenn of the Chamber of Commerce for January 9.

ICE PLANT DAMAGED BY INCENDIARY FIRE

[EXCLUSIVE DISPATCH]

OXNARD, Dec. 31.—Fire which police and fire officials suspect was of incendiary origin damaged the Ord Ice Company plant here last night to the extent of $2000. The plant was just completed and officials expected to begin operations tomorrow, but the opening now will be delayed about fifteen days. A door which had been nailed up had been broken down and the fire started in the storage room where air drafts were strongest.

TWO BAY DISTRICT HOMES ARE ROBBED

By a "Times" Staff Correspondent

SANTA MONICA, Dec. 31.—Bay district police are endeavoring to apprehend thieves who entered and robbed two homes here early last evening, with the aid of pass keys.

The home of Mrs. H. Lee was entered while the occupants were out and several hundred dollars' worth of personal effects removed. A fur coat valued at more than $1200 was taken, according to police.

All the electrical equipment was removed from an unoccupied house owned by J. Leroy Moser, 820 Ashland avenue. Although the houses were completely ransacked no clews with which to determine the identity of the burglars were left, police said.

FALL FROM DERRICK AGGRAVATES HURTS

By a "Times" Staff Correspondent

SAWTELLE, Dec. 31.—Newell Smith, 2502 One Hundred and Tenth street, is in serious condition at his home from internal injuries suffered when he fell from a derrick at La Brea oil fields, where he has been employed for a number of years. Physicians say Smith recently was injured in an automobile accident and had not completely recovered. It is feared that the fall may have aggravated the old wounds.

CELEBRATION TO OPEN ELKS' NEW CLUBHOUSE

[LOCAL CORRESPONDENCE]

HUNTINGTON PARK, Dec. 31. Great preparations are being made by the Huntington Park Elks to dedicate their new $130,000 clubhouse here. The clubhouse is said to be one of the most beautiful in Southern California. The committee on arrangements has announced that Saturday evening the building will be thrown open in a house-warming and reception to the public. Sunday afternoon at 2 o'clock, the dedicatory services will be conducted. Harry M. Ticknor of Pasadena, Grand Esteemed Leading Knight of the order, will deliver the dedicatory address.

DECREASE SHOWN IN YEAR'S FIRE LOSSES

[EXCLUSIVE DISPATCH]

BAKERSFIELD, Dec. 31.—Bakersfield's fire losses for the next year from January 1, to December 26, 1923, inclusive were $83,810.28 less than in the previous year, according to the annual report made today, made to City Manager James Ogden by Fire Chief W. E. Van Mater. Destruction by flames aggregated a property loss of $184,228 during the year, 1922, while the fire damage in the year just brought to a close was $100,427.42, of which amount 85 per cent is estimated to have been covered by insurance.

ASSERTED NARCOTIC ADDICT IN HOSPITAL

By a "Times" Staff Correspondent

SANTA MONICA, Dec. 31.—John H. Morton, alias Martin, arrested Friday night as a narcotic addict, has been committed to the Los Angeles County Hospital for examination. Morton was arrested by Officer Nash in a semiconscious condition and has been held in the City Jail for investigation. Early Friday night a physician's office was entered and two tubes of narcotics stolen. The asserted addict told police that he did not remember entering the office but that he might have been responsible for the robbery.

MORTGAGE RECORDED

[EXCLUSIVE DISPATCH]

VISALIA, Dec. 31.—The Sun-Maid Raisin Growers' Association $2,000,000 mortgage to the Pacific Southwest Trust and Savings Bank and the Anglo-California Trust Company as co-trustees, has been recorded in Tulare county as well as in all counties where the Sun-Maid Association has any property or is involved. It is one of the largest mortgages ever recorded here. The mortgage secures a loan on $2,000,000 worth of 7 per cent first mortgage serial gold bonds, dated December 1, 1923, and due serially December 1, 1926, to 1937.

TWO BITTEN BY DOG

By a "Times" Staff Correspondent

SANTA MONICA, Dec. 31.—Two persons, the young daughter of Mrs. R. C. Badger, Colorado avenue, and Lago Krita, Raymond street, were severely bitten by a dog before it could be shot by Officer Lipscomb. The head of the animal has been sent to the Los Angeles County Health Department for examination.

RESENT PASTOR'S CHARGES

Anaheim Council Accused of Seeking to Evade Quiz Into City Recorder Affairs

[EXCLUSIVE DISPATCH]

ANAHEIM, Dec. 31.—Resentment by members of the Anaheim City Council and other city officials against the allegations of unfairness made in an article published in an Orange county newspaper over the signature of Leon Meyers, pastor of the Anaheim Christian Church, was expressed today on the eve of the opening of the investigation, into the affairs of the office of Anaheim City Recorder G. B. Brown.

In a signed statement Rev. Mr. Meyers charged that the Anaheim City Council was seeking to evade the issue in the forthcoming probe and at the same time threatened to instigate recall proceedings against the members of the city legislative body in the event the Council took action contrary to the wishes of Rev. Mr. Meyers's men's Bible class, which demanded the investigation.

It was also threatened in the minister's statement that in the event that the City Council did not hold a public hearing on Wednesday the Bible class would "try to stop the proceedings."

Members of the Anaheim Council denied that there was ever any intention of holding secret proceedings and authorized the City Attorney to issue a signed statement for publication in the newspapers in which it was declared that the hearing would be held as scheduled on Wednesday morning and that all witnesses desired by the Bible class had been subpoenaed.

SANTA FE TO LAY DOUBLE TRACK LINE

Forty Miles of New Work From Summit to Hicks to Begin This Month

[EXCLUSIVE DISPATCH]

SAN BERNARDINO, Dec. 31.—Construction of forty miles of new double-tracking on the transcontinental line of the Santa Fe Railroad between Hicks, twelve miles south of Barstow, and Summit, to begin in January, was announced by officials here today.

Completion of the work will make a double-track system between Los Angeles and New Mexico, permitting the railroad to handle more expeditiously the great increase in its transcontinental business. The stretch is one of the few remaining links in the roads between Chicago and the Coast which have not been double-tracked.

TECHNICALITY DELAYS WASCO INCORPORATION

[EXCLUSIVE DISPATCH]

WASCO, Dec. 30.—A misunderstanding in the legal procedure respecting the advertisement of notice of hearing for the Incorporation of Wasco has resulted in the Board of Supervisors referring the matter back to those who initiated the movement. It is necessary that notice of such hearing shall be published two weeks in advance. This was not done at Wasco, the matter having been presented to the board prior to the advertisement being made.

MONROVIA FIRM THRIVES

[EXCLUSIVE DISPATCH]

MONROVIA, Dec. 31.—The Day and Night Water Heater Company, today closed the most successful year in its history and is getting ready to do a half-million-dollar business in 1924, President W. J. Bailey said this afternoon. The past few months receipts have been at the rate of $50,000 a month, which indicates that the prediction of the company heads is founded on facts. The concern now employs eighty men and was started twelve years ago. It manufactures three types of gas water heaters, and the Day and Night Solar heater which uses the sun's rays to heat water.

DELANO GETS JAIL AT COST OF ONE DOLLAR

[EXCLUSIVE DISPATCH]

DELANO, Dec. 30.—This community, home of the national commander of the American Legion, has become noted also for its jail, which may not be the smallest in the country but which is certainly the cheapest by intial investment. The building, 16x16 feet in dimensions, cost the city exactly $1 — less than 1 cent per square foot of floor space. Following several visits here by Supervisor J. B. McFarland to negotiate the sale of the building to the city by the county, which has owned it until this week, the deal was finally closed on the city's bid.

DIRECTORS NAMED

[EXCLUSIVE DISPATCH]

ONTARIO, Dec. 31. — Directors who will serve the Ontario chapter of the American Red Cross during the ensuing year were announced today following the annual meeting of members. The board numbers: J. D. Meriwether, Howard B. Banta, John S. Armstrong, H. E. Swan, N. E. Trautman, Isaac Jones, George A. McCrea, Arthur I. Peterson, Mrs. Geoffrey J. Fleming, Mrs. George B. Sell, Mrs. Archibald T. Hamilton, Mrs. R. H. Salter, Mrs. Earl H. Richardson, Mrs. George T. Barr and Mrs. May Hart Smith. The board will organize at a meeting to be held next week.

ROAD IMPROVEMENTS

[LOCAL CORRESPONDENCE]

UNIVERSAL CITY, Dec. 31.—Steam shovels working overtime on both sides of the pass are rapidly eating away the hills and creating roads of easy grade in all directions, thus making the hilltops available as homesites. At the same time, thirty-six-inch steel pipe is being piled along the roadside, preparatory to the installation of the main that is to serve the community and the valley with aqueduct water via the Weid reservoir.

WILL ERECT COTTAGES

[LOCAL CORRESPONDENCE]

NEWHALL, Dec. 31.—The Santitorium Company, which recently acquired the eucalyptus grove south of town, is clearing the grounds preparatory to construction of cottages. Many of the trees will be removed, as they were originally planted thickly, but a sufficient number will be retained to provide shade and an efficient windbreak.

NEW PROGRAM OUTLINED

[LOCAL CORRESPONDENCE]

OWENSMOUTH, Dec. 31.—The Chamber of Commerce is outlining a busy program of development of community resources during 1924. The newly elected officers take their positions with the coming of the New Year. The officers are: W. H. Gundrum, president; L. J. Tindall, first vice-president; L. W. Fiske, second vice-president; Guy Crowley, secretary, and R. L. Henderson, treasurer.

WEDDING OF FILM FOLK SCHEDULED

Herbert Rawlinson and Miss Lorraine Long Get License Here Yesterday

[EXCLUSIVE DISPATCH]

RIVERSIDE, Dec. 31.—Herbert Rawlinson, motion-picture actor starring at Universal, and Miss Lorraine Abigail Long obtained a marriage license today in great secrecy. They asked the marriage-license clerk not to give it out, and when they were found at the Mission Inn declined to discuss the matter.

It is understood there will be a wedding at the Inn at high noon tomorrow, with much fuss and feathers. An orchestra has been engaged for the occasion.

Rawlinson announced himself as 35 years of age, a native of England, an actor by profession, residence Hollywood; Miss Long, 24 years of age, a native of Michigan, residence Hollywood.

TROUSERS ARE STOLEN

Later Found, But Thief Takes $12 From Pockets

By a "Times" Staff Correspondent

PASADENA, Dec. 31.—Trousers, a necessity to modern man, caused much emotion at the home of R. C. Sumeral, 30 Central Court, today, when Mr. Sumeral awoke at an early hour this morning to find that his only pair had been stolen.

Not quite sure but that he was still under the spell of sleep, Mr. Sumeral roused his household to ascertain facts. It was disclosed that a sneak thief had entered the home during the night.

With the aid of the police, the trousers were later discovered in the rear of the Sumeral home. Mr. Sumeral expressed appreciation at the return of the trousers, but is still mourning over the $12.

DIES FROM INJURIES IN MOTOR ACCIDENT

[EXCLUSIVE DISPATCH]

POMONA, Dec. 31.—C. H. Bonham, 44 years of age, 1279 South White avenue, died last night as the result of injuries received in an automobile accident near Madera last Wednesday. Mr. Bonham received a broken jawbone and cuts on his temple. He never regained consciousness after the accident. The deceased was one of a party of local business men who were motoring to the Sacramento Valley to inspect farming conditions there. Near Madera the car in which they were riding failed to make a curve and in attempting to gain control of the machine the driver ran into a large tree.

ACCUSED OF TAKING WIFE AND CHILDREN

By a "Times" Staff Correspondent

PASADENA, Dec. 31.—C. F. Melford, who lives in a cabin in the Arroyo Seco, was arrested by Pasadena police today and charged with inducing another man's wife and two children to make their home with him. The complaint was issued from the District Attorney's office and charges that Melford induced the wife and children of C. L. Walker, a resident of San Fernando, to desert their home and live with him in the arroyo cabin. The prisoner will be turned over to county officials.

"TIMES" CORRESPONDENTS AND AGENTS

For the convenience of Times patrons in the principal cities and towns of the Southwest other than Los Angeles the following list of Times news and business representatives in these communities, together with their addresses and telephone numbers, is printed. All business agents will receive subscriptions and advertising.

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Alhambra	Correspondent	C. I. Wood	1171 or 947-W
	Agent	R. J. Gay	638
Anaheim	Correspondent	Blaine Gibson	340 or 191
	Agent	J. P. Wood	322 S. Lemon St.	322-M
Bakersfield	Correspondent	Ross C. Kilby	The Californian	941 or 2340-J
	Agent	John C. Marvin	1916 Eye St.	397
Burbank	Correspondent	C. B. Tyrrell	1180 N. El Centro, Holly'd	439-341
	Agent	E. H. Harding	144 N. Providence, Burbank	33-J
Compton	Correspondent	W. E. Bixler	Chamber of Commerce	1401 or 617
	Agent	W. E. Bixler	1914 Whitley Ave., L. A.	Holly 3139
El Centro	Correspondent	Dan C. Miller	402 Los Rey Ave.	459 or 259
	Agent	A. G. Wheeler	472 Main St.	
El Monte	Correspondent	Karl W. Hunter	Chamber of Commerce	23
	Agent	Mrs. G. C. Brown	R. Rent St.	53-J
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	Agent	T. M. Payne	140 N. Maryland	1482
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	Agent	C. A. [illegible]	154 S. Pacific Blvd.	South 7364-J
Inglewood	Correspondent	Alba I. Enders	124 E. Buckthorne St.	307 or 68-RR
	Agent	R. E. Tarpley	111 S. Grevillea Ave.	115-J
Lamanda Park	Sub-Agent	C. W. Pauly	2230 Colorado	Colo. 230
Lankershim	Correspondent	C. B. Irvine	1180 N. El Centro, Holly'd	439-341
Long Beach	Correspondent	Arthur Pearson	2143 Pasadena Ave.	441-373
	Agent	Ray H. Dean	649 American Ave.	613-50
Monrovia	Correspondent	C. P. Darby	331 Wild Rose	Black 432
	Agent	Mrs. Ben Wood Bers	602 S. Myrtle	Green 491
Ocean Park	(See Venice)			
	Agent	N. E. Tolleson	2031 Ocean Front	617-71
Ontario	Correspondent	L. J. Frankish	111 Commercial	978
	Agent	G. E. Baugher	113 East A St.	778
Orange	Correspondent	B. S. Arguello	The News	519
	Agent	B. F. Caldwell	344 N. Glassell	641-W
Oxnard	Correspondent	A. M. Robertson	Chamber of Commerce	38 or 380-W-4
	Agent	L. H. Budd	416 St.	476-W-3
Palms and Culver City	Agent	Mrs. Fred Hoover	7222 Ivess	701-237
Pasadena	Correspondent	Mat Colwell	Rivera Manor	Pair Oaks 1479
	Agent	L. S. Anderson	51 S. Fair Oaks	Colo. 1402
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	Agent	G. P. Elliott	1st Ave. & Washington	
Pomona	Correspondent	H. G. Schurig	225 E. Piedmont	639 or 5717
	Agent	H. G. Schurig	258 Wes Third	Main 639
Redlands	Correspondent	Cecil E. Arthur	214 Buena Vista	32 or Black 1379
	Agent	E. F. Anshutz	70 W. Citrus Ave.	Main 88
Redondo	Correspondent	Clyde Allen	420½ N. Broadway	19
	Agent	John C. Rowan	216 S. Pacific	3132
Riverside	Correspondent	J. R. Gabbert	The Enterprise	909 or 379
	Agent	R. F. Waters	402 W. 8th St.	63
San Bernardino	Correspondent	Earle C. Rule	The Sun	33 or 447
	Agent	E. E. Westover	416 Third St.	2
San Diego	Correspondent	T. G. Armstrong	San Diego-Cal. Club	Main 124
	Agent	B. I. Tully	1256 First St.	61-496
San Fernando	Correspondent	C. R. Irvine	1180 N. El Centro, Holly'd	439-341
	Agent	Mrs. M. A. Lopez	834 Hagar St.	Black 78
San Pedro	Correspondent	Waldo Drake and Warren R. Carr	126 W. 7th st.	San Pedro 1196,
	Agent	B. H. Dierdorff	316 W. 7th st.	San Pedro 332
Santa Ana	Correspondent	Wayne Goble	307 N. Broadway	3028
	Agent	P. C. Wadsworth	307 N. Broadway	Pacific 645
Santa Barbara	Correspondent	Marshall Solorsano	The Press	73 or 1979-M
	Agent	Ira B. Peter	634 State St.	2392
Santa Monica	(See Venice)			
	Sub-Agent	Craig & Shumaker	1202 Third St.	214-69
Sawtelle	(See Venice)			
	Agent	Lloyd C. Bainey	2194½ Sta. Monica Blvd.	280-39
Sierra Madre	Correspondent	Mat Colwell	431 W. Central Ave.	Black 77
	Agent	Frank Spencer	118 Bonita Ave.	Rinc 198
So. Pasadena	Correspondent	Barrett C. Kiesel	1042 Hope St.	332-618
	Agent	Dr. C. H. Walker	1231 Lyndon	Colo. 2344
Upland	(See Ontario)			
	Agent	K. F. Fuller	Com'l Bank Bldg.	Ontario 223
Van Nuys	Correspondent	C. B. Irvine	1180 N. El Centro, Holly'd	439-341
	Agent	R. H. Dunn	872 Sherman Way	7
Venice	Correspondent	La Verne Cummings	46 Clubhouse Ave.	634-69
	Agent	(See Ocean Park)		
Ventura	Correspondent	Leo A. Smith	Free Press	48 or 340
	Agent	Ernest Bostock	Arcade Bldg.	28
Whittier	Correspondent	Harry Bostock	131 S. Painter Ave.	104-33
	Agent	F. W. Jurgens	326 N. Greenleaf	3043

MONTECITANS KILLED IN AUTO

Col. Fishback and Wife Are Train Victims

Limousine Demolished at Miramar Crossing

Tramp Says Whistle Not Blown; Speed 50 Miles

[EXCLUSIVE DISPATCH]

SANTA BARBARA Dec. 31.—Col. and Mrs. George W. Fishback of Pomar Lane, Montecito, were instantly killed at 11 o'clock this morning when their automobile was struck by northbound Southern Pacific train at Miramar in Montecito.

Col. and Mrs. Fishback, who were prominent members of Montecito's millionaire colony, were just returning from a shopping trip to Santa Barbara.

A thorough investigation to determine the cause of the accident is being made by both county officers and Southern Pacific representatives here.

Col. Fishback was a retired army officer and served with the expeditionary forces in France during the World War as a relief worker. He was about 60 years of age.

According to the only known witness, a tramp, who was seated by the roadside, the train was running at least fifty miles an hour through Montecito. He declared that the engineer did not blow his whistle at the crossing.

Not quite sure but that he was still under the spell of sleep, Mr. Sumeral roused his household to ascertain facts. It was disclosed that a sneak thief had entered the home during the night.

With the aid of the police, the trousers were later discovered in the rear of the Sumeral home. Mr. Suraceral expressed appreciation at the return of the trousers, but is still mourning over the $12.

FINGERPRINTS AID IN IDENTIFICATION

[EXCLUSIVE DISPATCH]

SANTA ANA, Dec. 31.—Through fingerprints obtained from San Diego authorities Herman Zabel, County Criminologist, today determined that the man thought to be Edward Spray of San Francisco, who jumped from a fast-moving automobile near Anaheim on Saturday, was Frank Crowe, alias "D. O. Crowe," San Diego. A La Habra man picked Crowe up and was giving him a lift when he suddenly leaped from the car and tried to make away. A fracture of the skull resulted which caused his death in a local hospital. In his possession was found a large amount of material for the administration of narcotics, which lead officers to believe that he was distributing "dope."

Entertain at Silver Peak Guest Ranch, Walnut, Cal. Pomona Sub. 5. —[Advertisement.

KINGFISHER SINKING BEING INVESTIGATED

By a "Times" Staff Correspondent

LONG BEACH, Dec. 31.—Harbor Master A. E. Gannon and local police today were endeavoring to unravel the mystery of the sinking some time last night of the excursion launch Kingfisher at the municipal dock here. The vessel is in nine feet of water. Several clews are being followed. The manner in which the boat was sunk will not be determined until after it has been raised from the bottom of the channel.

Our New Year's Resolution

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BUSINESS SAGES OFFER CONFIDENT PROPHECIES

Coolidge's Tax Views Stand Out as Prominent Feature in Most Predictions

[BY A. P. NIGHT WIRE]

NEW YORK, Dec. 31.—Leaders in the field of business and banking in the United States are looking forward to a prosperous year in 1924. Forecasts for next year's trade, prepared by some of the leading industrial and financial executives of the country, generally breathe the spirit of optimism. Opinion among them is virtually unanimous that the adoption of Secretary Mellon's tax reduction program would be a great stimulus to business and industrial activity. While it is admitted that the unsettled European economic situation has an adverse effect on shipping and the copper and wheat markets, it is generally agreed that it does not control domestic business prosperity.

There is nothing in sight to cause apprehension for the near future, in the opinion of E. H. Gary, chairman of the board of directors of the United States Steel Corporation. Next year, he said, should be a better year than 1923, which was characterized by a marked revival of business followed by a period of decreased activity, and then a period of renewed optimism and cautious buying.

"As an indications of our confidence in the business future of the country," answered Charles M. Schwab, chairman of the board of the Bethlehem Steel Corporation, "I would point out the fact that our corporation is spending $25,000,000 to perfect its facilities for turning out steel and steel products at the lowest possible prices at our Lackawanna plants in Buffalo."

"Business men," Mr. Schwab added, "should be very much heartened by the soundness of the views expressed by President Coolidge in his initial message to the country. I feel the President, to a remarkable degree, has voiced the opinion of the American people and that Congress cannot disregard his suggestions."

"Business may be hampered at times, but the driving force, the common sense and the initiative of the American people will, in the end, overcome any and all obstacles and we are bound to proceed on our prosperous way."

While expressing the belief that "no other industry holds quite the amount of uncertainty that the oil business does, for the reason that no one can foretell for any long period ahead the course of petroleum production," W. C. Teagle, president of the Standard Oil Company of New Jersey, takes a somewhat optimistic view of the outlook for 1924.

"Throughout 1923," Mr. Teagle said, "the volume of business has been good, but much of it at prices that allowed no profit to the producer, refiner or marketer unless the latter happened to be a jobber with no facilities either as a producer of crude or a refiner."

Overproduction of crude oil brought about by flush yields in certain Texas, Oklahoma and California fields, Mr. Teagle went on to say, contributed so generously to the production from older fields as to mean throughout much of the year a daily surplus in excess of consumption of about 300,000 barrels. In recent weeks, the Powell field has dropped off to well under 50 per cent of its maximum output, and the California wells have evidenced failing gas pressure.

EAGLE ON OIL

"With further gains in consumption probable," added Mr. Teagle, "it looks right now as though the country should begin consuming more petroleum than it is producing around the middle of next summer. If new production does not upset this estimate, there should be a movement of storage oil into consumption the latter half of the year. There has been a decided lift in sentiment apparent in the past fortnight, and so far I see not reason to think that this new optimism will not prove to be justified."

"Nineteen twenty-four should be a banner year for the petroleum industry," declared H. F. Sinclair, chairman of the Sinclair Consolidated Oil Corporation. "In the last two years eight major fields have been discovered or brought to their peak of production. Any two of these fields, ten years ago, would have demoralized the industry. Naturally, production has exceeded the immediate demand, but the tide began to turn last summer and consumption should soon exceed production.

"The American public should realize that the present price of petroleum products is abnormally low and cannot be permanently maintained. No industry can be expected to continue operation at a loss. It is an economic impossibility. A few companies may be making profits, but the industry as a whole is losing money, and has been since 1920. This has resulted in a seeming benefit to the consuming public, but in the long run the unprofitable operation of any basic industry cannot be beneficial to consumers.

"A peculiar aspect of the last three years of 'depression' has been that during this period crude oil consumption has actually increased 32 per cent. This fact in itself gives ample assurance that the industry will be able to climb back to a normal condition and earn a reasonable profit."

"It is not easy at this time to make a forecast very far ahead," declared Alfred P. Sloan, Jr., president of the General Motors Corporation, "nevertheless I cannot see any fundamental reason why 1924 should not be at least a satisfactory business year, and I can see many reasons why it ought to be an exceedingly good year."

"There is nothing in my judgment," Mr. Sloan added, "that would be more constructive than a general recognition on the part of both parties of Secretary Mellon's proposal for tax reductions. I do not think any other single thing would inspire as much confidence or do so much to stabilize business in this country, and it would surely redound to the prosperity of all classes.

"I do not think European conditions are going to have a great deal of influence. Of course it is hoped that the situation will be cleared up and, if it does, it is supposed to have a good effect on sentiment in this country. My own impression regarding that situation, as evidenced by yearly visits since the war, is that irrespective of the financial status of the various governments, the economic position of the individual is continually improving, and as long as that continues a satisfactory result is sure to work out sooner or later.

"Taking it all in all, I am optimistic as to the outlook for 1924 but believe that caution should be exercised and especially large enterprises should watch their position carefully. Probably that pertains at all times, but I believe it especially applies to the forthcoming year."

Expressing the opinion that "the railroads have adjusted themselves fairly to live under the Transportation Act," Julius Kruttschnitt, chairman of the executive committee of the Southern Pacific Railroad, declared that "if by mischievous tinkering with it the politicians do not destroy the progress already made, and do not enact other laws requiring new adjustments by the railroads, we believe that the end of the railroad problem will have been seen before the end of 1924."

"While it is early to make estimates on the crops of 1924, many of which are contigent on conditions that may prevail until actual harvest," Mr. Kruttschnitt added, "we believe that conditions are now generally favorable and good crops can reasonably be expected in 1924. Demand will of course, control prices. The purchasing power of the nations in Europe that furnish our principal markets is limited by existing conditions, but unless they get very much worse our farmers may hope for prices substantially as now prevail. Consequently, business should be good and in satisfactory volume."

Mr. Kruttschnitt said also that railroads are in position to render better service and property is in better condition, that the relations between employees and employers are better than for many years, and that the relations of the railroads to the public "are more harmonious and co-operative than they have ever been.

SHARP RALLY DEVELOPS IN COTTON TRADING

[EXCLUSIVE DISPATCH]

NEW YORK, Dec. 31.—Cotton futures closed 9 to 30 points net higher, the list rallying sharply in the mid-afternoon trading after prices had slipped quietly downward some 40 points from the level of the previous close. Scattered liquidation by commission-house traders caused the market to work lower but after the early reaction the list steadied and later rallied under scattered buying by local professional operators. Demand for contracts increased in the afternoon and under the force of heavy speculative buying by commission-house traders and some heavy short covering the list rose spiritedly and closed strong, just under the top.

Spot cotton was quiet, 25 points advance, 36.70 for middling upland.

Southern markets: Galveston, 35.85, 10 points advance; New Orleans, 35.50, unchanged; Norfolk, 34.85, 23 points advance; Augusta, 34.85, 19 points advance; Memphis, 35.25, unchanged; Houston, 35.60, 26 points advance; Little Rock, 35.25, 25 points advance.

Closing Prices
NEW YORK
[Furnished by MacDonnell & Co., 634 South Spring street.]

Option—	Open.	High.	Low.	Close.
January	34.85	35.35	34.55	35.20
March	35.53	35.71	35.00	35.60@35.61
May	35.40	35.90	35.20	35.80@35.81
July	34.55	34.90	34.25	34.75@34.75
October	33.75	33.97	33.55	33.84

NEW ORLEANS
[Furnished by MacDonnell & Co., 634 South Spring street.]

Option—	Open.	High.	Low.	Close
January	35.15	35.50	34.90	35.45
March	34.60	35.75	35.00	35.60@35.70
May	35.15	35.90	34.75	35.40@35.47
July	34.90	34.95	34.20	34.55@34.60
October	33.40	33.55	33.13	33.40@33.48

Cottonseed Oil
[EXCLUSIVE DISPATCH]

NEW YORK, Dec. 31.—Closing prices on cottonseed oil, with comparisons:

	Dec. 31	Dec. 28
January	10.96@11.05	10.95@11.00
February	11.15@11.30	11.05@11.20
March	11.33@11.35	11.31@11.34
April	11.50@11.60	11.47@11.55
May	11.66@11.68	11.61@11.63
June	11.76@11.95	11.65@11.75
July	11.86@11.88	11.80@11.82
Spot	10.90@11.25	10.95@11.25

ROYALTIES COMPANY OFFERS NEW STOCK

To finance the exploitation of new properties, the directors of the U. S. Royalties Company have authorized the distribution of the unissued but authorized stock to shareholders in the proportion of one new share for each two now owned, at a price of 25 cents a share. The company is capitalized at 4,000,000 shares authorized with a par value of 25 cents, of which slightly over 2,000,000 are now outstanding.

Stockholders of record January 5 will receive the privileges. Transfer books will be closed to the 10th inst. and the rights to subscribe will expire the 15th inst.

Chicago Gasoline Prices
[EXCLUSIVE DISPATCH]

CHICAGO, Dec. 31.—Gasoline, wagon, 14; service station, 16; casinghead, 10; naphtha, all summer, 8.9; winter, 10.4. Linseed oil raw, 1.04 barrel; delivery, 102; boiled, 104. Denatured alcohol, 50; turpentine, 103.

GOOD JUDGMENT; PRUDENCE WILL BRING SURE SUCCESS

Elbert H. Gary, chairman of the United States Steel Corporation, says indications are that 1924 will be a more prosperous year than 1923. The tide of prosperity in this country will overwhelm transient hinderances. The outlook for the new year is good.

"I can see only success this year for the business man who proceeds with good judgment and prudence," he says. "The ultimate limit of progress of all lines of industry is so far away that it is not worth speculating about.

"Our business progress and prosperity can be and are independent of Europe. But this does not mean that we have no concern with Europe and the aftermath of the war.

"Inordinate wages and costs in some lines are giving the public concern. But a wage, like water, finds its level, and it is only a cause for temporary concern."

DAILY TRADE TALK

Los Angeles Bank Gets Big Judgment; Regional C. of C. Conference; Insurance and Business News

The Pacific-Southwest Trust and Savings Bank, for the Los Angeles Trust and Savings Bank, acting as trustee, has been given a default judgment of $506,000 against the Northern Arizona Land Company and four unnamed stockholders or defendants. The case was presented in the United States District Court by Attorneys Anderson and Nilsson of Prescott and J. Carl Lobell of Los Angeles, the plaintiffs represented also by Charles Wormap, a company officer. It was shown that in September, 1921, the defendant corporation issued $450,000 in 8 per cent bonds, of which are outstanding bonds of a face value of $256,200. In March of 1923 was default of $16,000 in interest, this failure making due the principal sum also.

The property involved comprises about 100,000 acres of land lying in Apache county, mainly between St. Johns and Springerville, including about 40,000 acres purchased from the State. Most of the land, which is in many tracts, is suitable only for grazing, but some of it is irrigated and well improved.

At the head of the Northern Arizona Land Company, with ownership of about 55 per cent of the stock, is Fred T. Colter, Democratic candidate for the Governorship a few years ago, present State Senator from his county and president of the Arizona High Line Canal Company, which is seeking diversion of the Colorado River's water for irrigation uses. The balance of the land company's stock is understood to be held mainly in Los Angeles. Included with the ranches are a large number of cattle. The failure is said to have been due mainly to drought, the low price of stock and to a scabies cattle quarantine only lately lifted from Apache county.

REGIONAL CONFERENCE

A definite effort to clarify the business opinion of the West on the subject of tax reduction is to be one of the outstanding features of the first regional conference of the Chamber of Commerce of the United States, to be held in San Francisco, January 29 and 30.

Business leaders of the eleven Western States included in this conference call are coming to San Francisco to participate in the first regional discussion of this kind ever called in the West. Advance indications are that this issue, so intimately related to commercial growth and prosperity, will arouse the keenest interest among the representatives of industry, commerce and finance.

"Taxation that will allow business to function 100 per cent"—that is the theme of many delegates in advance expressions received at conference headquarters. This advance poll of the sentiment of the West shows that business leaders generally feel that taxes at present are onerous and that this has tended to keep the brakes on business expansion.

The view is generally expressed among members of the Chamber of Commerce of the United States that any substantial relief from this burden would greatly stimulate business progress which in turn would be reflected in greater prosperity for the city dweller and the agriculturist.

GROUP INSURANCE

Today 80,000 employees of the Southern Pacific Company become insured under a group insurance arrangement which marks an epoch in life insurance. It is the largest in amount and in number of individuals affected that has ever been issued anywhere in the world.

Under this plan the employees who have been working for the company between six months and one year receive $250 of free insurance. Those in the service for more than one year receive $500. In addition over 95 per cent on the lines east of El Paso and 85 per cent of those on the lines in California, Arizona, New Mexico, Oregon, Nevada and Utah have availed themselves of the opportunity of purchasing additional insurance at wholesale rates. The total amount of insurance amounts to $100,000,000. By this amount the Southern Pacific has protected the citizens of these States.

CREDIT SITUATION

The Credit Clearinghouse weekly report shows a continuance of the slowing down in purchasing which naturally followed the active buying for the holiday season. The percentage decreased is equal to 2.0 for the country as a whole.

The north agricultural section alone shows more active purchasing than a week ago, with a very slight increase, equal to 0.8 per cent. The Pacific Coast section continues to purchase actively, standing even with the preceding week. The smallest decrease is in the middle agricultural section, while the mountain section, the east section and the south agricultural section show larger percentage decreases, the last being equal to 3.8 per cent.

All parts of the country report good collections, especially the Pacific Coast and mountain sections.

There is a slight lag in payments in the east section.

ARIZONA ENTERTAINS

An entertainment program centering about a great free street luncheon, tendered to the visitors by business men of the city through the Chamber of Commerce and civic clubs, will be one of the features of the annual State convention of the Arizona Industrial Congress to be held in Phoenix, the 10th inst.

Speakers at the convention will include Walton Peteet, marketing director of the American Farm Bureau Federation; F. J. Hagenbarth, president of the Western Tariff Association and American Wool Growers' Association; J. Dabney Day and Roger M. Andrews, president and vice-president of the Citizens National Bank; H. P. Anewalt, general freight agent of the Santa Fe; Leslie B. Henry, coast investment expert and former Federal reserve official; George E. Farrand, California co-operative marketing authority, and others.

GOOD OWL YEAR

The Owl Drug Company yesterday mailed checks covering the thirty-fourth consecutive semiannual dividend on its 8 per cent preferred stock to 2400 stockholders. It is announced that of the 1400 employees of the company 600 are either stockholders of long standing or are now acquiring stock.

The company reports a substantial increase in volume of business over 1922, not taking into consideration the business done by the new stores which have recently been opened in Glendale, Long Beach and Seventh and Alvarado, Los Angeles. A new store will be opened in the early part of this year at Third and Hill, Los Angeles. Several of the older stores are to be remodeled at once.

The 1923 activities of the company include the purchase of several pieces of business property, the most recent acquisition being the corner of Fourteenth and Washington, Oakland, where an Owl store has been operated for many years.

WORLD TRADERS

The World Traders of Los Angeles announce a "motion-picture meeting" to be held Friday evening at the Writers' clubhouse, No. 6700 Sunset Boulevard. The session which will be preceded by a dinner is to be under the direction of Halbert Paine Gardner, vice-president of the Pioneer-Pacific Worsted Company. The traders film, "The Port of Golden Opportunity," will be presented in its revised form, in addition to a private showing of a new picture. Thomas Buchanan, president of the Writers, will greet the guests. Fred Niblo, Charles Christie and others will speak.

NEW RECORD IS MADE BY BANKITALY

Big Institution Reports Resources of More Than Three Hundred Million

One of the most impressive financial statements of the year was made yesterday by the Bank of Italy, which shows a gain in resources of $50,000,000 for the year and total resources as of December 29, a little more than $301,000,000.

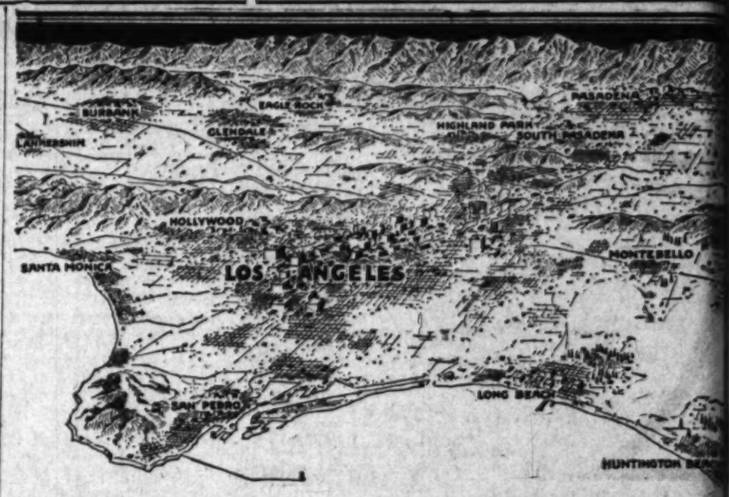
The number of depositors announced by President Giannini at his Southern California headquarters, Seventh and Olive streets, last evening, is 485,126. In this particular, the Bank of Italy ranks first among all of the banks of the United States. According to figures recently compiled by the Literary Digest, in point of resources the Bank of Italy is now next in size to the Bankers' Trust Company of New York, which now gives the Bank of Italy the eighth position among the financial leaders of America. Of the seven institutions showing larger resources, five are in New York and two in Chicago.

"We take an unusual pleasure," said Mr. Giannini, in commenting on his bank's statement, "that we have so many depositors in the State, actually numbering among our customers one-eighth of the population of California.

"The growth in number of depositors for the current year has been approximately 85,000. We now have seventy-five branches in fifty-two California cities and have grown not only in financial strength but in the helpful service we are rendering the State at large. Our total deposits aggregate $277,000,000, which is an increase for 1923 that parallels the growth in resources. This is one of the best years our institution has enjoyed and we look forward optimistically to splendid business conditions throughout the State, and an increasingly wholesome development for Southern California."

CALIFORNIA DRIED FRUIT
[BY A. P. NIGHT WIRE]

NEW YORK, Dec. 31.—Evaporated apples, quiet; choice, 12¾@13; fancy, 13¾@14. Prunes, steady; California, 5@14¾; Oregons, 4@12. Apricots, firm; choice, 10¾@11¾; extra choice, 13¾@14; fancy, 16@18¾. Peaches, quiet; choice, 8; extra choice, 8½; fancy, 9¼. Raisins, quiet; loose Muscatels, 7@8; choice to fancy seeded, 8¼@10¾; seedless, 7¼@10¾.



Security's Investment Service covers the Los Angeles District—

A VIEW of the map showing the communities served, reveals how completely the Security organization covers the Los Angeles district. Security Company, the investment branch of the Security organization, is co-extensive in its service.

Orders for bonds may be placed or investment information secured at any of the twenty-nine Security offices—conveniently located in the most important business centers of Los Angeles and nearby towns.

Our January 1st List of Bonds which we recommend for investment of your first-of-the-year funds will be ready Wednesday morning. This will be sent you upon request.

Only such bonds are recommended as the Bank would select for its own investment.

SECURITY COMPANY
OWNED BY THE STOCKHOLDERS OF THE
SECURITY TRUST & SAVINGS BANK
LOS ANGELES

HEAD OFFICE
Fifth and Spring Streets

GUARANTY OFFICE
Seventh and Spring Streets

BONDS for January investment

- Safety of Principal
- Dependable Income
- Ready Marketability
- Diversity of Security

CORPORATION

*Arrowhead Lake Co.
1st Mtg., 7% Bonds, due 1935, to yield 7%
Central Manufacturing Co.
1st Mtg., 6½% Bonds, due 1928-38, to yield 6.50%
Clear Creek Cattle Co.
1st Mtg., 8% Bonds, due 1926-35, to yield 8.00%
Crenshaw & Smailes
1st Mtg., 6½% Bonds, due 1932-36, to yield 6.50%
East Lugonia Mutual Water Co.
1st Mtg., 6½% Bonds, due 1925-38, to yield 6.50%
Jones Bros. and Co.
1st Mtg., 7½% Bonds, due 1933, to yield 7.40%
*Pacific Gas and Electric Co.
1st and Ref. Mtg. 5½% Bonds, due 1952, to yield 5.80%
*Southern California Edison Co.
Ref. Mtg., 5% Bonds, due 1943, to yield 6.15%
*Sun-Maid Raisin Growers' Association
1st Mtge., 7% Bonds, due 1927-35, to yield 7.05%
*Western States Gas and Electric Co.
1st and Ref. Mtg., 6% Bonds, due 1947, to yield 6.55%

MUNICIPAL

*City of Long Beach
5% Gas System Bonds, due 1938-47, to yield 4.75%
*County of Los Angeles
5% Hospital Bonds, due 1930-38, to yield 4.60%
City of Los Angeles Mun. Imp. Dists., Nos. 3, 18, 19, 22
5½% Bonds, due 1928-58, to yield 5.00%
*City of Pasadena
5% Civic Center Bonds, due 1930, to yield 4.70%
*Legal for Savings Banks in California

California Company
Pasadena Redlands BONDS San Diego Long Beach
626 So. Spring St. Los Angeles

HUNTER, DULIN & CO.
California Bank Bldg., 629 S. Spring St., Los Angeles. Main 6861.

Buy and Hold Edison Stock
Investment Department, 4th Floor, Edison Building, Los Angeles, Cal.

Los Angeles Gas and Electric Corpn. 6% Preferred Stock and all issues of bonds bought, sold and quoted. Telephone 876-041. Bond & Goodwin & Tucker

FRICK, MARTIN & COMPANY
INVESTMENT SECURITIES
724 South Spring Street Phone 874-911

FOR suggestions as to SOUND INVESTMENTS
Bank of Italy
BOND DEPARTMENT

Safety 7% January Investors

INVEST your funds at once, for even the delay of a few days reduces the net income for the fiscal year. Our First Mortgage Real Estate Gold Bonds, secured on carefully selected Los Angeles income property, offer a safe, sensible and conservative investment. $1000 bonds. $500 bonds. $100 bonds. Your name across the face of this announcement will bring complete information on how your money can earn 7%.

JANUARY

S	M	T	W	T	F	S
..	..	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	..	..
..	..	..	..	..	..	..

First Mortgage Corporation
-877-551- 811 VAN NUYS BUILDING
LOS ANGELES
OFFICES IN
HOLLYWOOD 6348 Hollywood Blvd. LONG BEACH 1012 F & M. Bank Bldg.

7% ATTENTION MORTGAGE BUYERS 7%

Do you realize that when you buy a first mortgage on city real estate you virtually guarantee all present and future street improvement bonds?

Why Guarantee Another's Investment?

Buy Street Improvement Bonds and let others guarantee your investment. Street Improvement Bonds pay 7% semi-annually. They are exempt from all taxation.

QUIRK BROTHERS
7% 10th Floor Hibernian Bldg. 7%

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Now being subdivided into small farm estates, reached by electric and steam railways and fine boulevards, only twenty minutes from Hollywood and Glendale, and fifteen minutes from Burbank and only eighteen miles from center of Los Angeles. We offer the best values in beautiful country homes and close-in farm property in Southern California. Estimated agricultural production for 1923; Poultry, $4,250,000; dairy $1,000,000, and field crops, $7,697,560.

For detailed information, communicate with

Jas. R. Goldsworthy or J. W. Grimes
VAN NUYS, CALIFORNIA

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Member L. A. Stock Exchange
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Phones: Main 3202 and 4561.

STOCKHOLDERS' MEETING

NOTICE IS HEREBY given that the annual meeting of stockholders of TITLE INSURANCE AND TRUST COMPANY will be held at the office of the company, in the Title Insurance Building, corner Fifth and Spring Sts., in the City of Los Angeles, State of California, on Tuesday, January 8th, 1924, at 4 o'clock P.M., for the purpose of electing a board of directors and transacting such other business as may come before the meeting.

WILLIAM H. ALLEN Jr., President.
O. P. CLARK, Secretary.

MONEY LOANED
On Stocks, Bonds & Securities, Mortgages & Trust Deeds bought & Sold. Corporate Financing in all its Phases. Correspondence invited.
LOGAN, LOEB & COMPANY
CITIZENS NATIONAL BANK BLDG.
LOS ANGELES

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On Stocks, Bonds and Units, one to twelve months, at 7%. NO FEES. Corporate Financing in all phases. Correspondence Invited.
LOEB & HARRIS, 618-19 Haas Bldg.

TIMES WANT ADS
A minimum of cost
With maximum of results.

NEW FINANCIAL RECORD

Incontrovertible testimony of record-breaking activity in production, consumption and distribution of goods and commodities in Los Angeles during 1923 is found in the composite of bank clearings reported by the clearinghouse yesterday, showing a total of $7,024,744,783.06, an increase of 16 per cent over the twelve months of 1922. On the basis of this rate of increment clearings will easily exceed $8,000,000,000 in 1924.

For the month of December the total was $644,432,282.89, representing a gain of 24 per cent over the corresponding month of 1922. This amount was the second highest in the year, testifying to the heavy volume of holiday business. The best thirty days in the year were in the month of October, when clearings totaled well over $664,000,000.

Following are the comparative figures for 1923 and 1922:

Month—	1923.	1922.	P.C. Inc.
January	$416,191,197	$543,134,819	23
February	386,156,354	473,974,918	40
March	413,900,683	572,778,578	40
April	460,396,435	558,567,579	20
May	439,712,743	590,705,391	36
June	435,287,979	603,780,251	38
July	453,580,856	664,552,447	41
August	460,480,329	629,450,239	37
September	480,161,598	674,170,238	39
October	471,262,624	664,625,443	40
November	453,940,662	612,754,964	35
December	516,361,625	644,432,283	24

BOND QUOTATIONS

Active Market

[BY A. P. NIGHT WIRE]

NEW YORK, Dec. 31.—Although sandwiched between two holidays, today's bond market was unusually active and broad. Generally the tone was strong and, unlike the stock market, there were few cash transactions for the purpose of recording income-tax losses.

While there were individual recessions, like the slight reaction of the recently strong St. Paul bonds, almost the entire list of secondary and high-grade investment railroad mortgages moved forward on good buying.

Active bidding for a wide assortment of domestic industrial liens and public utility bonds advanced the average of those two groups by a fair margin.

Information that all the funds required for resumption of interest payments on the Mexican external debt had been deposited, influenced buying of the Mexican 5s, which moved up 2½ points.

January 1 dividend payments were estimated at $450,000,000.

NEW YORK, Dec. 31.—Following are the closing quotations on bonds listed on the New York Curb, furnished by Logan & Bryan, 630 South Spring street.

RAILROAD BONDS

	Bid.	Asked.
$7,000 Atch. Gen. 4s, 1995	90¾	87
5,000 Atl. C. Line 4s, 1952	86½	86½
14,000 B. & O. Sid 4s, 1948	87½	87½
48,000 B. & O. Refg. 5s, 1985	87½	87½
17,000 Can. Pac. Deb. 4s	79½	80½
23,000 Cen. Pac. 7s, 1949	112	112½
17,000 C. & O. Cvt. 4s, 1929	88	88½
5,000 C. B. & Q. Refg. 5s, 1971	97½	98
28,000 Chgo. St. West. 4s, 1952	53	53½
114,000 C.M.&St.P. Cvt. 4½s, 1949	34½	34¾
44,000 Do. 5s, 2014	53	53½
58,000 C. R. I. & P. Ref. 4s	73½	73¾
..... Del. & Hudson 7s, 1937	97½	98
15,000 Erie Gen. 4s, 1953	53½	53½
2,000 Gt. Nor. 5½s, 1952	86	86½
11,000 Nod.&Mon. Ref. 5s, 1957	90½	91
1,000 Hock Valley 4½s, 1999	83½	84¾
..... Ill. Cent. Ref. 4s, 1955	85½	85¾
..... K.C.-N.S.&M. 4s, 1936	75¾	75¾
3,000 K. C. So. 5s, 1950	69	69½
..... L. & N. Unif. 4s, 1940	88½	89¼
11,000 M. K. & T. 1st 4s, 1990	73½	73½
20,000 Mo. Pac. Gen. 4s, 1975	50¾	51¼
67,000 N. Y. Cent. Cvt. 6s, 1935	103½	103½
25,000 N.Y.N.H.&H.Cvt. 6s, 1948	98½	98½
7,000 N.Y. S. W. Con. 4s, 1946	86½	87½
8,000 Nor. Pac. Ref. 6s, 2047	102¼	102¼
..... O. S. L. 5s, 1946	102	102¼
13,000 Or.-Wash. Ref. 4s, 1961	79½	79¾
54,500 Pere. R.R. Gen. 5s, 1968	99½	99¾
..... Paris & E. 1st. 4s, 1949	21½	23
28,000 Pere Marq. 1st 5s, 1956	91½	91¾
8,000 P.C.C.&St.L. Gen. 5s, 1934	98	98½
21,000 Reading Gen. 4s, 1997	87½	88
5,000 Rio Grande W. 4s, 1939	73½	73½
18,500 S. I. Art-La. 4½s, 1924	74	74½
43,000 St.L.&S.F. Adj. 6s, 1955	72	72½
32,000 Do. Inc. 6s, 1960	39	39½
19,000 St.L.&S.W. Con. 4s, 1932	77½	77¾
12,000 S. A. L. Con. 6s, 1949	87½	88
20,000 So. Pac. Ref. 4s, 1955	69	69½
..... So.Pac.S.F. Term 4s, 1950	80½	81½
23,000 So. Ry. 5½s, 1956	101¼	101¾
..... Tex. & Pac. 1st 5s, 2000	92	92½
8,000 Un. Pac. 1st 4s, 1947	88½	91
..... Wabash 1st 5s, 1939	90½	90½
3,000 West. Md. 4s, 1952	58½	58½
54,000 West. Pac. 5s, 1946	79¾	79¾
4,000 W. & L. E. 4s, 1949	53½	55

STREET RAILWAYS

..... B. R. T. 5s, 1945	73	.....
17,000 Chgs. Ry. 1st 5s, 1927	74	74½
..... Det. Un. 4½s, 1932	83	83½
79,000 I. R. T. 5s, 1966	59	59½
29,000 Market St. Ry. 7s, 1924	94½	94¾
1,000 Manh. Tra. 5s, 1941	89½	87
..... N. Y. Ry. 4s, 1942	22½	.....
4,000 P. Gas. N. J. 5s, 1959	79½	79¾
52,000 Third Ave. Ref. 4s, 1950	53¾	54½
5,000 Un. Ry. Inv. 5s, 1926	91	91½

INDUSTRIAL BONDS

14,000 Am. Smelter 5s, 1947	92	92½
23,000 Am. Tel. & Tel. 5s, 1946	97¾	97¾
3,000 Beneadell 8s, Ser. A, 1931	97	97½
7,000 Beth. Steel 6s, 1948	97½	97¾
25,000 Cuba Cane 8s, 1950	87½	87½
9,000 Cumb. Tel. 5s, 1937	94½	94½
5,000 Del. Edison 5s, 1940	104½	105
19,000 Dupont 7½s, 1931	107¾	107¾
13,000 Empire Gas & Fuel 6s, 1947	89½	89½
13,000 Erie R. & F. 7½s, 1937	99	99¾
4,000 Fisk Rubber 8s	102½	103
..... Gen. Elec. Deb. 5s, 1952	101¼	.....
9,000 Goodyear 8s, 1931	109¾	101
9,000 Humble Oil 5½s, 1932	97½	98¾
14,000 Kelly-Spring. 8s, 1931	101¾	102
4,000 Intl. Paper 5s, 1947	83½	83¾
..... Lack. Steel 5s, 1950	89	89½
1,000 Liggett & M. 7s, 1944	117½	118
1,000 Lorillard Gen 5s, 1934	92½	92½
55,000 Mers. Marine 6s, 1941	79	79½
2,000 Mex. Pet. 6s, 1938	104	104½
26,000 Midvale Steel, 1939	85	85½
2,000 Nat. Tube 5s, 1952	99½	99½
4,000 N. Y. Edison 6½s, 1941	110½	110½
11,000 N. Y. Mut. 6s, 1941	104	104½
15,000 Nor. States Pow. 5s, 1941	89½	89½
13,000 N. W. Bell Tel. 7s, 1941	107½	107¾
1,000 Otis Steel 6s, 1941	98½	98¾
18,000 Pac. Gas & E. 5s, 1942	90½	90¾
4,000 Pac. Tel. 5s, 1937	90½	90¾
..... Penple's Gas 5s, 1947	87½	87½
5,000 Phila. Co. 6s, 1944	99½	99¾
..... Shares Steel 5s, 1941	100	101
23,000 Sinclair Oil 7s, 1937	93½	93¾
..... Union S. & P. 6s, 1942	90½	90½
7,000 U. S. Rubber 5s, 1947	84½	85
24,000 U. S. Steel 5s, 1963	102½	102¾
..... Un. Oil Cal. 6s, 1942	98½	99¼
26,000 Va.-Car. Chem. 7s, 1947	94	94½
8,000 W. U. Tel. 5½s, 1939	109½	109½
5,000 Wilson & Co. 1st 6s, 1941	98¼	98¾

FOREIGN BONDS

2,000 Argentine 5s, 1909	83½	84
18,000 Belgium 7½s, 1945	97	97½
23,000 Brazil 7s, 1952	77¾	78
4,000 Bordeaux 6s, 1934	74	74½
24,000 Brazil 8s, 1941	94	94½
25,000 Canada 5s, 1952	99	99¼
6,000 Chile 8s, 1941	102	103
3,000 Chile 8s, 1929	102½	103
5,000 Chile 8s, 1942	103	103½
27,000 Czecho 8s, 1951	93¾	94¼
54,000 Bolivia 8s, 1947	84½	85
10,000 Denmark 8s, 1945	107¾	108½
94,000 French 7½s, 1941	90½	91
50,000 French 8s, 1945	94	94½
2,000 Norway 8s, 1940	111	111¾
5,000 Queensland 6s, 1947	100	100½
8,000 Rio Janeiro 8s, 1946	89½	89¾
15,000 Rio Janeiro 8s, 1947	87½	88
27,000 Seine Dept. 7s, 1942	79½	80
..... Swedish 6s, 1939	104½	105
..... Swiss 8s, 1940	111¾	112½
41,000 U.K.Gt.B.&I. 5½s, 1937	99¾	100

Liberty Bonds

NEW YORK

(Sales in $1000.)

	High.	Low.	Close.
Liberty 3½s 295	99.08	99.04	99.06
Do. 1st 4¼s 65	98.11	98.09	.....
Do. 2nd 4¼s 375	98.09	98.07	.....
Do. 3rd 4¼s 247	99.12	99.10	.....
Do. 4th 4¼s 629	98.13	98.09	98.12
U. S. Cert. 4½s 601	98.10	98.08	98.10

LOS ANGELES

Following are the closing bid prices at the Los Angeles Stock Exchange:

Liberty Bonds—

	Bid.	Asked.
1st 3½s	99.11	99.21
1st 4¼s	98.24	98.02
2nd 4¼s	98.02	98.12
3rd 4¼s	99.05	99.15
4th 4¼s	98.09	98.19

NEW YORK CURB

Oils Climb

[BY A. P. NIGHT WIRE]

NEW YORK, Dec. 31.—Announcement of a 10-cent advance in certain grades of eastern crude oil stimulated buying of the oil shares in today's curb market, gains ranging from a point to 14 points, the latter advance being recorded by Prairie Oil and Gas.

Standard Oil of Ohio jumped 9 points to $17, after touching $20, and Atlantic Refining was up 10 points. Gains of 2 to more than 4 points were registered by Galena Signal, Imperial Oil of Canada, Ohio Oil, Prairie Pipe and Standard of Nebraska.

Industrial stocks also were given good support, but advances were not so great as those recorded in the oil group. More than 9000 shares of Nuxta Motors changed hands.

Following are the closing quotations on the New York Curb market, furnished by Logan & Bryan, members of the New York Stock Exchange, 630 South Spring street.

	High.	Low.	Close.
Industrials—			
800 Amer. G.&E. pfd.	45¾	45	45
1,300 Amer. Hew.	14¾	14	14
900 Candy Products	1-16	1-16	1-16
4,000 Chevrolet	63	63	63
2,100 Cora Products W.I.	21½	21½	21½
1,000 Duplex	17¾	17¾	17¾
2,000 Durant	32½	32½	32¾
400 Do. of Ind.	19	9	19
500 Gold Dust	32½	32½	32¾
1,200 Goodyear	9	9	9
400 Hupp new	19½	19¾	19½
200 Intl. Cement	14¾	14¾	14¾
50 Mercer	14¾	14¾	14¾
400 Mexhl	9¾	9¾	9¾
200 Midvale	32	32	32
600 Natl. Dairy	33½	33½	33½
200 Natl. Lea.	2¾	2¾	2¾
100 Park & Tilford	25	25	25
8,000 Radio	4¾	4¾	4¾
400 Do. pfd.	4 1-16	4	4 1-16
500 Reading 1st pfd.	55½	55½	55½
100 Rossbach, pfd.	45½	45½	45½
200 South. Cal.	18	17	18
2,500 Stds. Oil Cal.	17	16¾	17
100 United Retail	30	30	30
200 U.S. Distributing	38½	38¼	38½
500 United Retail Candy	5¾	5¾	5¾
500 Willys Corp. 1st pfd.	10	9¾	9¾
Independent Oils—			
900 Cities Svc. B.	13	14½	13
2,100 Creole	2¾	2¾	2
1,200 Derby	2	2	2
100 Eureka	1	1	1
100 Gen. Pets.	28	28	28
2,200 Glen Rock	2¾	2¾	2¾
2,400 Gulf Oil	23½	23½	23½
2,300 Gulf States	3	2¾	3
11,600 Keystone	1¾	1¾	1¾
300 Kirby	1¾	1¾	1¾
2,400 Lago Pets.	4	4	4
1,000 Mexhl	74	74	74
2,600 Lyons Pets.	4	4	4
1,200 Mariand	4¾	4¾	4¾
200 Mission Oil	90	90	90
1,400 Mtn. Producers	19½	19½	19½
5,700 Mutual Oil	13½	13½	13
400 New Bedford	1	1	1
5,500 Noble	6	6	6
900 Pan-Am. West.	17½	17½	17½
1,900 Pennok	12½	12½	12½
500 Royal Canadian	2	2	2
1,500 Salt Creek	22¾	22½	22½
1,000 Salt Dome	2	2	2
1,500 Seaboard	7¾	7¾	7¾
300 Tidal	4	4	4
2,200 Wilcox	6¾	6¾	6¾
Miscellaneous—			
10,000 Ariz. Globe	13	13	13
1,500 Baxter Mand.	15	15	15
1,500 Butte and Western	25	25	25
500 Candelaria	3	3	3
1,000 Cons. Copper	1¾	1¾	1¾
200 Crowns	3¾	3¾	3¾
500 Divide Extension	7	7	7
1,000 Green Monster	4	4	4
200 Hancock	2	2	2
1,500 Hecla	74¾	74	74
300 Hoda	9½	9½	9½
1,100 Indiana	63	63	63
1,000 Ind. Lead	13	13	13
2,000 Makins	4	4	4
1,000 Natl. Tin	13	13	13
1,000 Ohio Copper	77	77	77
2,200 Ray Herb.	14	14	14
11,500 St. Croix	1¾	1¾	1¾
3,500 Silver Pick	1	1	1
4,000 Simon Silver	4	4	4
1,000 Tonopah	1	1	1
1,500 Tom Hughes	1¾	1¾	1¾
200 Tonopah	1 1-16	1	1
2,300 Unity Gold	1 1-16	1	1 1-16
300 Un. Exot.	100	95	100
100 Un. Vlc. Ex.	28	28	28
1,000 Wenden	1¾	1¾	1¾
100 West End Ex.	3	3	3

CHICAGO EXCHANGE; PRICES, RANGE, SALES

EXCLUSIVE DISPATCH]

CHICAGO, Dec. 31.—Close of the Chicago Stock Exchange today. Furnished by Logan & Bryan.

Sales.	Stock—	High.	Low.	Close.
910	Armour pfd.	91½	90	90
210	Do. Del.	92½	92	92½
5,400	Boone	34	33½	33½
100	Case Plow	7½	7½	7½
100	C. C. & C. Ryn.	70	70	70
200	Cent. Motors	6¼	6¼	6¼
500	Eddy	33½	33½	33½
110	Hoskins	5½	5½	5½
100	Hydrox Steel	1¼	1¼	1¼
200	Goward	27½	27	27
6,000	Hupp	17¾	17½	17½
3,500	Do. Rites	2¾	1¾	2¾
200	Hydrox	18½	18½	18½
225	Inland Steel	35½	35½	35½
750	Intl. Lamp	8	7	7½
900	Libby Hskn.	5¾	5	5¾
500	Midwest Util.	44	44	44
100	M. K. & T. Ry.	12	12	12
370	Mont. Ward	24½	24½	24½
1,400	Nat. Leather	2¾	2¾	2¾
375	Pick	21¾	21¼	21¾
200	Phillips Hors.	1¾	1¾	1¾
100	Do. pfd.	41½	41	41½
100	Reo Gilt	32¾	32	32¾
200	Rex	17¾	17½	17¾
515	Std. Gas &	29	28¾	29
1,200	Stewart Warner	31¾	30¾	31
400	Swift	102¾	101½	102
600	Do. Intl.	21	19¾	20
5,000	Corbin	91½	90	90
320	Gypsum	91½	90½	90½
250	Wahl	36½	37½	36
450	Ward, Kraft	14	14	14
510	Weiff	8¼	8	8
650	Wrigley	89½	89	89
1,425	Yellow S.	36	34½	35
1,440	Do. Taxi	62	61¾	62

NEW INCORPORATIONS

[EXCLUSIVE DISPATCH]

SACRAMENTO, Dec. 31.—Articles of incorporation have been filed with the Secretary of State as follows:

W. T. Lee Company, Inc., Monterey—Capital stock, $20,000; shares, 200; subscribed, $12,000. The Unitarian Society of Hollywood—No capital stock.

Hermes Chemical Corporation of Delaware—Certified copy of articles filed.

Christine Oil Company, San Gabriel—Capital stock, $50,000; shares, 5000; subscribed, $30.

Moiave Basin Oil Company, Los Angeles—Capital stock, $500,000; shares, 500,000; subscribed, $790.

Lathers & Young Studios, San Francisco—Capital stock, $75,000; shares, 750; subscribed, $360.

San Francisco Builders, Inc., San Francisco—Capital stock, $25,000; shares, 2500; subscribed, $30.

Grecal Metals, Inc., San Francisco—Capital stock, $100,000; shares, 100,000; subscribed, $5.

Cornelius-Gray Investment Company, Beverly Hills—Capital stock, $50,000; shares, 500; subscribed, $500.

Superior Ironworks, Inc., of Delaware—Certified copy of articles filed.

Upland Manufacturing Company, Upland—Capital stock, $30,000; shares, 300; subscribed, $500.

Hawthorne Realty Company, Inc., Los Angeles—Capital stock, $10,000; shares, 10,000; subscribed, $3.

Wilsara Store Fixture Company, Los Angeles—Capital stock, $100,000; shares, 10,000; subscribed, $30.

Business Property Holding Company of Los Angeles—Capital stock, $5,000,000; shares, 100,000; subscribed, $500. Organized under laws of Delaware. Certified copy of articles filed.

Corporate Land Company, Los Angeles—Capital stock, $100,000; shares, 1000; subscribed, $300.

Angel City Investment Company, Los Angeles—Capital stock, $100,000; shares, 1000; subscribed, $500.

George W. Clarke & Co., Inc., Van Nuys—Capital stock, $25,000; shares, 500; subscribed, $150.

Palisades Publishing Company, Santa Monica—Capital stock, $50,000; shares, 500; subscribed, $300.

Cutter Mill and Lumber Company, Sacramento—Capital stock, $200,000; shares, 2000; subscribed, $300.

Meyer & Phillips Company, San Francisco—Capital stock, $30,000; shares, 30,000; subscribed, $5.

Ades Bros., Inc., San Francisco—Capital stock, $60,000; shares, 600; subscribed, $60,000.

Richmond Sanitary Company of Southern California, San Francisco—Capital stock, $500,000; shares, 5000; subscribed, $800.

Richmond Sanitary Company, San Francisco—Capital stock, $500,000; shares, 5000; subscribed, $500.

BANKRUPTCY PETITIONS

The following petitions in bankruptcy were filed in the United States District Court yesterday:

John H. Strong, Bicknell, Santa Barbara county, liabilities, $481.32; assets, nothing.

Tom Papoas, cafe man, Fullerton, liabilities, $3962.16; assets, $2150.

Julius Hirsch, Fresno, liabilities, $900; assets, nothing.

STOCKS AND BONDS IN SAN FRANCISCO

SAN FRANCISCO, Dec. 31.—Following are the closing quotations and sales on the San Francisco Stock Exchange. Furnished by Hunter, Dulin & Co., members of the San Francisco and Los Angeles Stock Exchanges, sixth floor, California Bank Building.

STOCKS

Oils—	Bid.	Asked.
Associated Oil	59	.....
General Petroleum	39¾	39¾
Holly Development	39	40
Honolulu Oil	2¾	.....
M. J. and M. & M.	6	6
North American Oil, Com.	99	100
Pacific Oil	31	31½
Palmer Union	2	2
Do. pfd.	12	.....
Petroleum Operators	.....	5
Shell Union	17	17½
Standard Oil of Cal.	94	.....
Transcontinental Oil	3½	3¾
Union Oil Associates	52½	52¾
Union Oil Co. of Cal.	115	.....
Western Oil Co.	26	27
Insurance—		
Fireman's Fund	338	340
Home F. & M.	39½	39½
West Coast S. F. Life	4	4½
Western States Life	10	.....
Utilities—		
East Bay Water "A" pfd.	94½	94½
Great Western Power pfd.	87½	87½
Mkt. St. Ry. Inv. pfd.	85½	86
Pac. G. & E. com.	52	.....
Do. pfd.	33½	33½
Pac. Tel. & Tel. pfd.	93	93½
San Joaquin L.&P. pr. pfd.	90½	92
Cal. Edison com.	101½	102
Spring Valley Water Co.	.....	83
Sugars—		
Calamba Sugar pfd.	.....	79
Hawaiian Commercial	55	.....
Honolulu Plantation	53	.....
Oahu Sugar	54½	.....
Onomea	67½	.....
Paauhau	44	.....
Waialua Agricultural	35½	.....
Bank Stocks—		
American Bank, S. F.	125	130
Anglo-Cal. Trust	150	160
Anglo-London-Paris Nat.	150	160
Bank of Cal. N. A.	204½	207
Bank of Italy	220	.....
Cent. Nat. Bank, Oakland	180	200
First National, S. F.	223½	227½
First National, Oakland	230	.....
French-American Bank	150	.....
Wells Fargo Nev. Nat.	180	.....
Miscellaneous—		
Albers Bros. M.P.	75	.....
California Packing	61½	61½
Hawaiian Pineapple	69½	.....
Magnavox Co. com.	210	.....
Owl Drug Co. pfd.	100	102½
Pacific Co. of Cal.	64½	65
Virden Packing	.....	38
BONDS		
Albers Bros. 1st 7½s, 1942	100	100½
Am. Fastens 1st 7s, 1926	102½	104
Cal. G.&E. Cons. Tr. 5s, '33	87½	88
Do. Unif. & R. 5s, 1937	92	92½
Cal. & Nev. R.R. 1st 7s, '27	104½	105
Cal.-Or. Pwr. 5s, 1942	87½	88
Do. 1st 7½s, 1941	107½	108
Cal. Tel. & Tel. 1st 5s, '37	93½	94
City Ice. 1st 5s, 1933-34	92½	93½
Coast Co. L.L. & P. 5s, '42	90	90½
General Pet. 1st 7s, 1931	104½	104¾
Do. Conv. 6s, 1927	133	.....
Gt. Western Pow. 1st 5s, '39	91½	92
Do. Ref. 6s, 1946	100	.....
Do. Ref. 7s, 1930	107½	.....
Do. Ref. 5s, 1955	92½	.....
Hawaii Com. & Sugar 5s, '58	93	.....
Hawaiian Sugar Co.	95	.....
Honolulu Sugar Co.	97	.....
Kauai Sugar Co.	27	.....
General Pet. 1st 7s, 1931	104½	104¾
Oahu Sugar Co.	93	93½
Pac. Gas & Elec. 1st pfd.	85	86
Pioneer Mill Co.	97½	98
Union Sugar Co. pfd.	99½	.....
Union Sugar Co.	27	.....
Oil Stocks—		
Amalgamated Oil Co.	199½	145
Associated Oil Co.	59	59½
Do. common	77½	.....
Do. scrip	39¾	.....
Honolulu Cons. Oil	2.45	2.47½
North American Oil	99	99
Pacific Oil	51	51½
Shell Union Oil com.	17	.....
Standard Oil of Cal.	94	.....
Texas Consolidated Oil	1.30	.....
Union Oil Co. of Cal. (Assoc.)	52¾	53
Union Oil Associates	.....	.....
Cal. Consol. Corp.	1.40	.....
Cal. Prod. Corp. pfd.	.....	88
Federal Telegraph Co.	6	.....
Hawaiian Pineapple	69	.....
Hawaiian Fruit & Packing	94	.....
Hawaiian Fruit Pref.	98	.....
Holt Mfg. Co. 1st pfd.	90	.....
Do. com.	1.60	2.00
Paradise Co.'s 1st. pfd.	90½	.....
Do. com.	64½	.....
Sol. Inv. Co. pfd.	39	.....
Do. com.	.....	32½
Additional Quotations—		
Gen. Pet. 5s, 1933	.....	89½
Pac. Tel. & Tel. 1937	103	104
Market St. Ry. 5s, 1924	94½	95½
Do. 5s, 1934	97½	.....

CLOSING QUOTATIONS ON BOND EXCHANGE

—SAN FRANCISCO., Dec. 31.—Following are the closing quotations on the San Francisco Stock and Bond Exchange. Furnished by Logan & Bryan, 630 South Spring street.

Miscellaneous Bonds—

	Bid.	Asked.
Amer. Fastens 7s

NEW RECORDS ARE HUNG UP

Business in Twelfth District Progresses Favorably

Production Marks in Major Lines Well Maintained

Labor is Fully Employed During Year

Sound and substantial economic progress characterized the year 1923 in the Twelfth Federal Reserve District, despite irregularity in a few fields, notably agriculture. Complete returns for eleven months and partial returns for December compiled by the Federal Reserve Bank of San Francisco indicate that the year has been one of record activity in production and business, while bank credit for growing, harvesting and marketing the district's crops, as well as for financing commerce and industry, has been continuously available at moderate cost.

Production in the major industries of the district, review by the bank says, attained high levels during the spring months of the year and, except for seasonal declines, was generally maintained during later months.

Employment conditions, on the whole, have been normal or better than normal, and thus far this winter seasonal unemployment has been no greater than usual.

The total volume of business transacted in the district is most accurately reflected in figures of checks drawn against individual accounts at commercial banks, which also indicate record activity during 1923. An index of such debits prepared by this bank, in the construction of which the 1919 monthly average was taken as 100, has stood above 120 in every month of the present year, except September, and the average for the year was 128.5. The average for the previous record year, 1920, was 122.9. Any allowance necessary for normal year-to-year growth would be more than offset by the correction for changes in the price level between 1920 and 1923 (prices have been approximately 25 per cent lower during 1923 than during 1920,) and it therefore follows that the physical volume of business transacted during 1923 was substantially greater than in any previous year.

RETAIL SALES

The high level of consuming power which has followed naturally the full employment of labor at good wages has been reflected in increased sales of retail stores. During November, 1923, the value of sales of thirty-five representative department stores reporting to this bank was 9.3 per cent greater than in November, 1922, and in several earlier months of 1923 the margin of increase over 1922 was even larger. Trade at wholesale has shown moderate gains during 1923 as compared with 1922, an active year, with no evidence of the feverish activity which characterizes periods of speculative buying. During November of last year nine of the eleven lines of wholesale trade (agricultural implements, automobile supplies, automobile tires, drugs, dry goods, electrical equipment, furniture, groceries, hardware, shoes and stationery) for which this bank collects sales figures showed and increase in value of sales as compared with a year ago.

At no time during the year has there been serious strain upon the credit structure of the district. Country banks have not borrowed from the reserve bank, except in small amounts, their total discounts rising from $19,729,000 at the beginning of the year to a peak of $32,698,000 on August 28, last, and then declining to $22,000,000 by the first week of December. Total loans of reporting city member banks, although they have increased steadily throughout 1923, were but 11 per cent greater on December 5 than on January 3, and practically all of this increase took place during the first six months of the year. Borrowings of city member banks from the reserve bank rose from $21,000,000 in January to $64,000,000 in October, but declined rapidly thereafter, and on December 11 stood at $34,000,000.

Interest rates have changed little during the year period. Customers of large San Francisco banks have generally been able to secure accommodation on prime thirty-ninety day paper at 5½ per cent, and in other cities of the district rates on this class of paper have fluctuated between 6 ad 7 per cent.

WHAT THE FIGURES SAY

Final judgment concerning the year 1923 must, of course, await and to some extent be based upon a showing of the results of the year's operations in agriculture, and here the statistical testimony is least authoritative and most conflicting. It is known that physical yields of the principal crops of the district have generally been large, and in some cases, notably wheat, of record proportions. Profitable disposition of the crops grown has not been easy in all instances, however, and it may be said that two large groups of farmers, those engaged in producing wheat and those raising deciduous fruits, have experienced considerable difficulty in selling their crops at prices which would return them a profit on the year's work. Specific information concerning the live-stock industry is even more difficult to secure than that relating to general agriculture. There can be little doubt, however, that the sheep-raising industry has almost completely recovered from the depression of 1920-1921. Improvement in the cattle-raising industry has been more tardy in appearance, but there has been progress.

On the whole, available information concerning business conditions in the rural district, although not altogether favorable, presents no evidence of general agricultural depression. Some statistical support for this view of the situation is afforded by reports of mail-order houses which transact the larger part of their business in rural communities. The value of such sales in this district during the first eleven months of 1923 was approximately 18 per cent greater than during the first eleven months of 1922.

Two other major industries of the district, copper mining and petroleum production experienced difficulties during the latter half of 1923. In each case output was markedly in excess of current consumption, and a depressed market with falling prices resulted. An increase in demand

DAILY MARKET LETTER OF THE NEW YORK COMMERCIAL

[EXCLUSIVE DISPATCH]

NEW YORK, Dec. 31.—A holiday atmosphere pervaded the raw-sugar market today, neither buyers nor sellers showing any disposition to do business. Offers of Cuban raw sugars were reported at last prices at 5 3-4 cents cost and freight, but with sales offices of refiners closed, no buying interest appeared. The result of the holiday season has been that buyers have cut their purchasing to the quick. Nearly all buyers are expected to be in need of supplies immediately after the first of the year.

Today's flurry in raw-sugar futures which brought an advance of some 11 to 14 points in a rather empty market, was attributed to reports that the strike news from Cuba was perhaps more serious than had been at first believed. New highs were made for a number of active new-crop months, including 3.20 for January; 4.50 for March; 4.58 for May, and 4.64 for July. The market reacted a little from the best point at the close, but finals were 3 to 8 points net higher.

Sales totaled about 10,800 tons.

COFFEE MARKET

While restricted to small lots, such trading as developed in the coffee-futures market on the day preceding the holiday, resulted in net gains in the amount of about 5 to 10 points. There was an opening decline of 2 to 4 points on the easier position of cables, Rio being quoted 50 to 100 reis net lower, with exchange 3-32 pence higher at 5 21-32 pence and the dollar 180 reis lower, while Santos was 75 to 300 reis net lower. Apart from a comparatively large switching operation from July to September involving about 50,000 bags at a net difference of 20 points, the bulk of the trading was in small lots, March selling from 9.75 to 9.71; May from 9 to 9.01; July from 8.78 to 8.92, and September from 8.65 to 8.70. The bulk of the demand originated from trade sources.

TEA QUIET

Trading in teas, while comparatively quiet at the year end was not entirely listless. The trade seemed agreed that the high prices prevailing would have a tendency to induce producers throughout the world to increase their outputs which might be followed by some restriction on trading operations. The action of the government of Formosa in restricting production of low-grade teas was regarded as a step in the right direction, which should make for increased marketability of these growths.

Firmness of fancy rices in the Southern markets was the outstanding feature of trading in the year-end operations today. There has been a large improvement in domestic as well as export buying, with the result that prices are about half a cent a pound net higher.

There were no features reported in beans on the last day of the year. The tone is weaker on red and white kidneys and outside prices are full high. Limas are in strong hands and well controlled, but in paying 10 1-4 cents, buyers are quite fussy. Best domestic peas are quoted at 5 3-4 cents and marrows 10 1-4 cents.

BUTTER EASIER

The temper of the butter market was much easier than was noted at the close of last week. Offerings were rather free and with little resistance, sellers cut the price of extras 1-2 cent a pound. Foreign butter is playing an important part in the butter market. Receipts are increasing despite a high rate of duty.

The egg market shows very little if any change. The supply of fresh eggs is fully ample for all wants and prices of fancy quality were sustained without effort. Call sales were 200 cases f.g. firsts, seller two days, at 43 cents; spot sales were 25, 40, 25, 25, 25, 25, f.g. firsts at 43 cents; 100 extra firsts at 43 1-2 cents; 100 firsts at 42 cents, and 25 at 44 cents.

Pacific Coast white extras, 55@56 cents; extra firsts, 53@54 cents; firsts 50@52 cents.

BOND MARKET FIRM

The final bond market of 1923 closed steady to firm today with trading well scattered over the list. Although Liberties were quiet, banks were only moderate sellers. Easier foreign exchange rates favored some of the French and British bonds to give ground slightly, the former issues on the news that despite the little unemployment in France, government expenditures on debt and interest payments have been the greatest in its history. South American and Cuban bonds were slow and little changed for the day. St. Paul bonds led the rails at the closing, finishing the last few days with a flourish. Katy adjustment 5s, B. & O., Frisco and Seaboard mortgages were active. Oil bonds showed a better undertone with the advance of 15 cents in Eastern crude.

Peas were very firm at primary sources with tomatoes and corn scarce at the close of the old year.

CANNED FOODS

Canned tomatoes show a firmer market with packers asking for No. 1 at 62½ cents; No. 2 at 90 cents; No. 3 at $1.35, and No. 10 at $4.75 f.o.b. Maryland.

Corn is now quoted in carload lots, standard, 90 cents; extra standards, $1 f.o.b. Maryland.

It is reported that cheap peas are all cleaned up.

Fancy New York State apples are firm. A few cars of solid packed fancy Washington winesaps have arrived from Washington, quoted at $4 per hundred f.o.b. factory.

Canned salmon prices at Seattle are firmer, with advances expected in the future.

Dried fruits were inactive, but firm at the close of the market on December 31. For the new year the trade looks for a better market on all dried fruits. A much better feeling was apparent because of a fractional advance in price. The trade believes the bottom has been reached and generally the tendency is all for the better.

There were no sales in the fruit auction market today, the only one made being 400 boxes of Cuban tomatoes at $3 per box.

LEAD ADVANCED

The American Smelting and Refining Company advanced the price of lead from 7.40 to 7.50 cents New York, but this did not materially reduce the spread between its price and that of the independents. The outside market is still quotable at from 8 to 8¼ cents New York for prompt delivery. The St. Louis market is stronger and now has a range of from 7¾ cents to 7¾ cents a pound. In London, spot held firm and unchanged at £30, 7s 6d while futures advanced 2s 6d to £29, 15s.

Zinc is unchanged at 6.30 cents St. Louis for prompt, while futures command premiums of from 5 to 10 points. In London spot advanced 2s 6d to £32, 17s 6d, while futures rose 5s to £33, 5s.

COPPER PRICES

The break in the copper market has affected prices here, and it is reported that electrolytic is now offered at 12⅞ cents a pound, delivered. Producers still maintain an aloofness from this shading, as they are booked well ahead and indifferent to small trades. Producers still are asking from 13 to 13¼ cents for first and second quarter delivery. London cables reported no further drop in that market, with standard firm and unchanged at £60 17s 6d for spot and £61 12s 6d for futures, and the same for electrolytic, which still held at £66 15s for spot and £67 5s for futures.

TIN MARKET

The tin market held firm and unchanged here today, but due to a drop of about 2½ cents in sterling exchange between the two last trading sessions in London, tin prices there were marked up £1 5s. In the domestic market nearly all deliveries and positions of straits and straits shipments were maintained at 46½ cents a pound, while spot still commands a premium of possibly ¼ cent. Sales of January delivery of straits were made at the 46½-cent level. In London standard spot closed at £233 15s; futures, £235 5s, and straits at £235 15s.

Rounding out a year of depression with a sudden revival of activity and strength, the petroleum market finished 1923 with another advance in the price of Pennsylvania crude oil. Leading purchasing agencies announced an upward revision of 15 cents a barrel in both straight Pennsylvania and Bradford district crudes on Monday, this being the third upturn in as many weeks, and making a total advance of 65 cents a barrel from the low point of early December.

MONEY, EXCHANGE

Bank clearings yesterday were $25,392,718.12. 1923 1922 1921

Monday— $25,392,718.12 Holiday Holiday.

Bank Debits

Saturday $24,050,683

Foreign Exchange

[Furnished by Farmers' and Merchants' National Bank.]

	Exchange rate Over 100
England, per pound sterling	4.34½
France, per 100 francs	5.16
Belgium, per 100 francs	4.83
Italy, per 100 lire	4.39
Czecho-Slovakia, per 100 kroner	2.97
Denmark, per 100 kroner	17.45
Finland, per 100 finmarks	2.51
Greece, per 100 drachmas	1.16
Holland, per 100 guilders	38.93
Jugo-Slavia, per 100 dinars	....
Mexico, per 100 pesos	48.00
Norway, per 100 kroner	14.75
Portugal, per 100 escudos	3.75
Rumania, per 100 lei	0.52½
Spain, per 100 pesetas	15.02
Sweden, per 100 kroner	26.81
Switzerland, per 100 francs	17.53
Hongkong, per 100 local currency	51.25

New York Rates

[BY A. P. NIGHT WIRE]

NEW YORK, Dec. 31.—Foreign exchange easy. Quotations in cents:

Great Britain — Demand, 4.31 15-16; cables, 4.32 1-16; 60-day bills on banks, 4.29 9-16.

France — Demand, 5.06½; cables, 5.09.

Italy — Demand, 4.35½; cables, 4.37.

Belgium — Demand, 4.66½; cables, 4.67.

Germany — Demand, .000000000025; cables, .000000000025.

Holland — Demand, 37.40; cables, 37.50.

Norway — Demand, 14.61.

Sweden — Demand, 26.61.

Denmark — Demand, 17.71.

Switzerland — Demand, 17.48.

Spain — Demand, 12.90.

Greece — Demand, 2.20.

Poland — Demand, .000018.

Czecho-Slovakia — Demand, 2.91¼.

Jugo-Slavia — Demand, 1.13¼.

Austria — Demand, .0014.

Rumania — Demand, .51⅝.

Argentina — Demand, 32.60.

Brazil — Demand, 10.60.

Montreal — Demand, 99 9-16.

Money Market

[BY A. P. NIGHT WIRE]

NEW YORK, Dec. 31.—Call money strong. High, 6; low, 5½; ruling rate, 6; closing bid, 5½; offered at 6; last loan, 5½; call loans against acceptance, 5. Time loans strong. Mixed collateral, 60-90 days, 5; 4-6 months, 5; prime commercial paper, 4½@5.

Bankers' Acceptances

Current rate of acceptances for respective periods as prepared by the National City Company:

Time loans, easier; mixed collateral, sixty to ninety days, 5@5¼; four to six months, 5¼; prime commercial paper, 5¼.

	Days—		
	30	60	90
Prime eligible members	4½	4⅝	4⅝
Country members	4¾	4¾	4¾

Silver Quotations

[BY CABLE AND ASSOCIATED PRESS]

LONDON, Dec. 31.—Bar silver, 32 7-16d per ounce; money, 3¾ per cent; discount rates, short bills, 3⅝@3 7-16 per cent; three months' bills, 3¼@3⅜ per cent.

NEW YORK, Dec. 31.—Bar silver, 64¼. Mexican dollars, 49.

LATEST PRICES ON BUTTER AND EGGS

LOS ANGELES, Dec. 31. Produce Exchange closing prices: Butter, creamery, 52, unchanged. Eggs, extras, cases included, 45, off 3; case count, 40, off 3; pullets, 40, off 3; pewee pullets, 32, unchanged. Cheese, California flats, 23, unchanged.

SAN FRANCISCO, Dec. 31. Buter, extras, 50½; prime firsts, 48½. Eggs, extras, 45½; extra pullets, 40; undersized pullets, 36. Cheese, California flats, 24; California Young Americas, 27½.

NEW YORK, Dec. 31.—Butter, easy; receipts, 14,403; creamery, higher than extras, 55@55½; creamery extras (92 score,) 54½; do. firsts (88 to 91 score,) 47½@54; packing stock, current make No. 2, 30½@31. Eggs, steady; receipts, 8073; fresh gathered extra firsts, 45@47; do. firsts, 42@44; do. seconds and poorer, 38@41; New Jersey hennery, whites closely selected extras, 56@57; nearby hennery whites closely selected extras, 56@57; State, nearby and nearby western hennery whites, firsts to extras, 50@55; nearby hennery browns, extras, 52@54; Pacific Coast whites extras, 55@56; do. firsts to extra firsts, 50@54; refrigerator firsts, 27½@28½. Cheese, weak; receipts, 22,406 pounds; State, whole milk flats, fresh fancy, 21@22; do. average run, 19½; State whole milk flats held fancy to fancy specials, 24½@26; do. average run, 22½@24.

CHICAGO, Dec. 31.—Butter, steady; receipts, 10,582; creamery extras, 54; standards, 50; extra firsts, 50@53; firsts, 44½@47; seconds, 43@43½. Eggs, higher; receipts, 4235; firsts, 40; ordinary, 34@36.

LOS ANGELES EXCHANGE

Weakness in U. S. Royalties inspired by the announcement of the issuance of more stock, and the quick rise in Los Angeles Investment to $3 were the developments of importance yesterday on the Los Angeles Stock Exchange. Trading was generally depressed by the holiday quietness, bonds especially falling under the influence.

Royalties began the day at 80 cents, and under the pressure of heavy offerings, slumped to a final price of 27½, representing a loss of 5½ cents from Saturday. Globe Petroleum sold actively at 13½ cents, and closed at 13, off ½ cent. General Petroleum common at 33½ was up 1-4 of a point, and Union Oil Associates advanced 5-8 of a point to 52 5-8. A similar gain was registered by Standard of California at 64.

Considerable liquidation appeared again in Gold Dust, sales ranging around 3½ and 4 cents. Richmond Copper transactions were executed at 4. United Eastern jumped 2½ cents to 1.02½ and Telluride sold at 20.

On the basis of a few sales, Los Angeles Investment ascended to a high of $2, but slid off at the finish to $1.98, where it was up 2 cents over Saturday's closing.

Following are the closing prices and sales:

BONDS

Sales—		Closing Bid.	Asked.
.....	Amalg. Sugar 7s, '37	99½	....
.....	Am. Factors 7s, '38	107	....
.....	Associated Oil 6s, '38	95½	....
.....	Cal.-Haw.N.S.R.7s,'37	105	....
.....	Cal. Pet. 6½s, 1933	94½	....
.....	General Pet. 6s, '39	94½	....
.....	Do. 7s, 1931	104½	....
.....	G. W. Power 8s, '46	99½	....
.....	Do. 8s, 1946	97	....
.....	Do. 7s, 1936	100	....
.....	Do. 6s, 1936	100½	....
.....	Holly Sugar 7s, '37	97	....
.....	L. A. G. & E. 5s, 1934	97	....
.....	Do. 5s, 1935	96	....
.....	Do. 5½s, 1942	99½	....
.....	Do. 5½s, 1943	99½	99¾
.....	Do. 5s, 1937	97	....
.....	Do. 7s, 1924	102	....
.....	Do. 7s, 1925	103	....
.....	Do. 7s, 1931	105	105½
.....	L. A. Pac. 1st 5s, '51	87¼	....
.....	L.A.Ry. Inf. 5s, '58	79	81
.....	L.A.Ry.1stM. 5s, '68	....	....
3,000	Do. 1st Ref. 5s, '40	71½	....
.....	Mt. Lowe 1st 5s, '54	84	104
.....	M.&Lowe1stM. 7s, '38	....	....
.....	Pac. G. & E. 5s, 1942	91	....
.....	Pac. G.&E. 5s, 1942	100½	....
.....	Do. "B" 5s, 1941	100½	....
.....	Do. "C" 5s, 1942	99½	....
.....	Do. 5½s, 1937	99½	99¾
.....	Pac. L.&P. 5s, 1942	97	....
.....	Do. 6s, 1941	101½	....
.....	S.D.C. G.&E. 5s, '39	97	....
.....	Do. 6s, 1939	97	....
.....	S. J. L.&P. 5s, 1945	95½	....
.....	Do. "A" 6s, 1950	97½	....
.....	Do. "B" 6s, 1950	97½	....
10,000	Do. "C" 6s, 1950	97½	....
10,000	Do. "D" 6s, 1950	97½	....
.....	Do. 7s, 1931	105½	....
.....	S.Mon.S.H.T. 5s, '37	85	....
.....	Sierra-S.F.1st 5s, '49	83	84
.....	Do. 2nd 5s, 1949	63	64
.....	So. Cal. Ed. 5s, '39	99½	....
.....	Do. 5s, 1944	99½	....
.....	Do. 5s, 1954	97½	....
5,000	Do. 6s, 1944	97½	....
.....	Do. 6s, 1943	97½	....
.....	S. Cal. Gas 5½s, '39	97½	....
2,000	Do. 6s, 1930	97½	....
10,000	Do. 6s, 1958	97½	99½
.....	Do. 6s, 1927	100	101
.....	So. Cal. Tel. 5s, '47	90½	91
.....	Sperry F.1stM. 5s, '42	93	....
.....	Stan. Oil Inv. 5s, '37	75	....
.....	Union Oil 5s, 1931	85	....
.....	Do. 6s, 1924	100	....
.....	Do. 6s, 1925	100	....
.....	Do. 6s, 1942	99	99½
1,000	W.Stand.G.&E. 5s, '41	99½	....

Oil Stocks—

Sales—		Bid.	Asked.
.....	Amalgamated Oil	135.00	....
110	Assoc. Oil, new stock	29.50	30.00
.....	Associated Oil	....	69.00
.....	Buckeye Union pfd.	....	.70
4,000	Central	.47½	....
600	General Pet. com.	33	36.75
17,000	Globe Petroleum	.12	.13½
.....	Huntington Central	.01	....
.....	Holly Oil Co.	.50	5.00
.....	Jade Oil	.04	.08
.....	Lake View Oil No. 2	.30	....
500	Midway Northern	.80	.85
.....	Mt. Diablo O.M.A.D.	.50½	....
.....	Pacific Oil	....	.95
.....	Premier Oil	....	....
.....	Republic Petroleum	.03	.04
.....	Rice Ranch Oil	.10	....
.....	Rio Grande Oil com.	.90.00	....
550	Shell Union Oil	17.00	17.25
200	Standard Oil of Cal.	64.00	64.50
.....	Treasure Oil	.01	....
.....	Union Oil	114.50	....
320	Union Oil Associates	57.50	57.75
5	United Oil	26.75	27.00
$2,700	U. S. Royalties	.77½	.78½
.....	Victor Oil	.20	....

Industrials—

.....	Cloke S.A.M. pfd.	96.00	....
.....	Do. com.	67.00	69.50
10	Goodyear T.&R. pfd.	102.50	....
.....	Goodyear Textile	....	80.00
.....	Stewart Fruit Co.	99.00	102.50

Public Utilities—

.....	Home Service com.	65.00	....
110	L. A. G.&E. pfd.	89.50	89.75
35	Pac. G.&E. 1st pfd.	87.75	88.75
.....	Do. com.	36.00	....
.....	S. J. L.&P. pfd.	96.00	....
10	Do. com.	50.00	50.00
10	Do. pr. pref.	96.50	....
.....	S. Wat. R.H.Y. pfd.	96.00	....
.....	S. Cal. Ed. 6% pfd.	98.00	....
.....	S. Cal. Ed. orig. pfd.	114.00	....
23	Do. 7% pfd.	107.50	....
10	Do. 6% pfd.	102.50	....
.....	S. Counties Gas pfd.	88.25	88.75

Miscellaneous—

500	Cal. Delta Farms	13.00	14.00
.....	Coast Dairies pfd.	7.50	....
.....	Cons. Realty Co.	.10	....
.....	Home Builders pfd.	.50	....
.....	Do. com.	.10	....
3,500	L. A. Investment	1.90	2.00
.....	Laguna L.&W. pfd.	1.50	....
.....	Do. com.	.25	....
.....	Mortgage Guar. Co.	112.50	....
.....	Occidental Life	150.00	....
.....	Pac. Mutual Life	320.00	....

Bank Stocks—

.....	Bank of America	134.00	145.00
½	Bank of Italy	225.00	....
.....	California Bank	280.00	300.00
.....	Citizens' National	400.00	....
.....	Commercial National	277.00	....
.....	Continental National	130.00	....
.....	Farm. & Mer. Nat.	375.00	....
.....	First National	378.00	....
.....	Merchants' National	190.00	....

.....	Nat. City Bk., L. A.	125.00	....
.....	Sec. Tr. & Sav. Bank	300.00	....

Mining Stocks—

Oatman District

.....	Argo Mines	.02½	.03
.....	Big Jim	....	.02
.....	Black Range	.02	.02½
33,500	Gold Dust	.03½	.04
.....	Gold Ore Mining Co.	.03	.04
2,000	Lucky Boy	.05	....
.....	Nellie Mining	....	.02½
4,000	North Star	.01	.02
.....	Oatman Combination	....	.02
.....	Oatman Gold	.02	.02½
.....	Oatman United	.01½	.02
.....	San Francisco Gold	.01	.02
.....	Sun Dial	.01½	....
.....	Sunnyside Mining	.02½	.03
1,500	Telluride	.19½	.20½
.....	Tom Reed	.03	....
.....	United Amerimex	.03	.04
1,000	United Eastern	1.02½	1.03

Other Districts—

.....	Bess Gold	.04	....
.....	Ore Amigo	.01	....
6,000	Richmond M. M.	.03	.03½
.....	Virginia Louise	.03½	.04
.....	Yellow Pine	.75	....
5,000	Yellow Dog	.01	.02
7,000	Do. Ext.	.06	.07

UNLISTED

Industrials—

.....	Cemelth Home Bldg.	.72	....
.....	Durant Mot. of Cal.	7.00	8.25
.....	E. M. Dyer pfd.	98.00	99.00
.....	Globe Ins Co. com.	5.00	....
.....	Great Rep. Life Ins.	5.00	....
.....	Imp. Cot. Mills com.	40.00	51.00
.....	Kings Food Prod.	....	25.00
.....	Maxwell M. Y. pfd.	7.00	8.50
.....	Do. com.	2.00	2.50
.....	Monolith P. C. pfd.	5.00	6.50
.....	Do. com.	9.00	10.50
.....	Moffett L.&B.	....	27.00
.....	Owl Drug Co. pfd.	99.50	102.00
.....	Samson Tire & Rub.	8.75	9.50
.....	Sespe Light & Pwr.	....	42.00
.....	Star Motors of Cal.	7.25	8.50
.....	Union Mfg. pfd.	7.50	....
.....	Do. com.	2.00	3.75
50	Zellerbach Paper pfd.	99.75	....

Oils—

.....	Bradley Petroleum	....	80.00
.....	F. G. P.	90.00	....
.....	Julian No. 1	28.50	30.00
.....	Do. No. 2	17.50	23.00
.....	Do. No. 3	23.00	27.50
.....	Do. Nos. 4-5	....	10.00
.....	Do. No. 6-7-8-9	14.00	14.50
.....	Do. No. 11-Pico	21.00	22.50
2	Do. Pref. Units	....	62.50
.....	Sta. Fe Dome No. 1	2.25	....
.....	Sandberg Petroleum	4.00	....
.....	Sta. Rosa Bell Syndicate	40.00	....
.....	W. Star Syn. No. 2	11.00	....

SALES

Morning session:		Unlisted Securities	
Associated Oil—		Julian Pet. Units—	
10	30.00	1	65.00
100	29.75	Bonds	
Bank of Italy—		L. A. Ry. 5s, '68—	
200	220.00	$ 1,000	79.00
Cal. Delta Farms—		Sou. Cal. Gas 6s, '52—	
300	13.50	$ 1,000	97.87½
Globe Pet.—		Sou. Cal. Gas 6s, '52—	
1,000	.13½	$ 10,000	98.00
1,000	.13½	Union Oil 5s, '42—	
1,000	.13½	$ 1,000	90.25
1,000	.13½		
1,000	.13½		
1,000	.13½		
1,000	.13½		
1,000	.13½		
1,000	.13½		
1,000	.13½		
1,000	.13½		
2,000	.13½		
General Pet. com.—			
10	36.25		
10	36.37½		
10	36.50		
100	36.62½		
General Pet. com.—			
100	36.75		
100	36.73		
Gold Dust—			
1,000	.04		
2,000	.04		
1,000	.04		
1,000	.04		
1,000	.04		
2,000	.04		
1,000	.04		
2,000	.04		
1,000	.04		
L. A. Investment—			
100	1.99		
100	1.98		
North Star—			
1,000	.01½		
1,000	.01½		
Pac. Gas 1st pfd.—			
10	92.50		
10	92.37½		
10	92.50		
10	92.75		
So. Cal. Edison com.—			
2	102.00		
2	102.50		
20	102.00		
2	102.00		
San Joaquin com.—			
1	29.00		
1	29.50		
Shell Union—			
500	17.00		
50	16.87½		
Standard (Cal.)—			
10	64.25		
10	64.25		
10	64.00		
100	64.00		
Telluride Mining—			
1,000	.20		
1,000	.20		
Union Associates—			
50	52.62½		
U. S. Royalties—			
1,000	.27½		
1,000	.27½		
1,000	.27½		
1,000	.27½		
2,000	.28		
1,000	.28		
1,000	.28		
1,000	.28		
1,000	.27½		
1,000	.27½		
1,000	.27½		
1,000	.27½		
1,000	.28		
1,000	.28		
1,000	.28		
1,000	.28		
1,000	.28		
1,000	.28		
1,000	.28		
1,000	.28		
2,000	.28		
1,000	.28		
1,000	.28		
1,000	.28		
1,000	.28		
1,000	.28		
1,000	.28		
1

BY ROBERT J. PRITCHARD

Two wells were added to the production list in the Signal Hill field Sunday night, when the General Petroleum Corporation brought in two of its Scoco projects. Both were small wells, the combined flow of the two being estimated at less than 600 barrels.

Scoco No. 3-A was completed at a depth of 3500 feet, and is reported to be flowing between 200 and 400 barrels daily, with a 40 per cent content of emulsion and water.

Scoco No. 8 is down 3500 feet, and was started on the pump. The production is estimated at 100 barrels, with the emulsion content estimated at 30 per cent.

A possible market for part of the natural gas in the Signal Hill district was indicated yesterday, with the report that the public utilities department of the city contemplated the purchase of a considerable volume of gas for use in the city. At the present time several million cubic feet of gas is going to waste in the Signal Hill field, as in most other Los Angeles basin fields.

Oil at Fresno

The Raisin City test well which is being drilled by Los Angeles operators near Fresno, is reported to have struck oil-bearing sand, which resembles the productive formations of the Coalings field, according to advices from the field. The well is now standing cemented, and will be ready to drill through the plug in a few days, it is said.

The Calwa well, drilling in the same general locality, is idle at 500 feet, due to lack of finances to continue drilling, it is said. According to drillers encouraging indications had been found in this well before drilling operations were halted.

Get New Well

The Federal Consolidated Oil Company brought in a well late Saturday in Huntington Beach, with a flow of 820 barrels a day. The well is 3502 feet deep, the gravity of the product being reported as 22 degrees. The well was drilled by the Southern California Drilling Company.

Spud New Well

Utah-Torrahos Oil Company's Adams No. 2 well will be spudded in tomorrow at Eshelman avenue and Cherry street, it is reported by officials of the Southern California Drilling Company. The derrick is up, and is rotary rigged.

Adams No. 1 on Elgin street between Eshelman and Narbonne avenues is reported drilling ahead at 2000 feet in hard shell.

The Utah-Torrance Oil Company is the new name of the combination of the Sprague Oil Company, and the Southern California Drilling Company which have been operating together in Torrance.

Good Indications

The Tejon Kern Petroleum Company's No. 1 well in the Wheeler Ridge field is standing cemented at 2595 feet, it is reported by officials of the company who describe the indications as encouraging. The hole is said to be in sticky shale, with indications that productive sands are near. The plug will be drilled out before the end of the week, it is declared, and present plans contemplate the running of the oil string at about 2900 feet, in the event the conditions warrant it.

The Tejon-Kern interests own eighty acres in this field, within half a mile of production, it is reported by company officials. Under the terms of the lease the company will put down ten wells on this acreage following the bringing in of the first well.

Water String Set

The Western Seaboard Oil Company's No. 2 well in the Huntington Beach field has set water string, and is standing cemented at 4150 feet, it is reported by officials of the company. The well is down 4180 feet, and will drill out the plug tomorrow. It is located on the Russell lease. No. 1 well, located on the same lease, is producing 495 barrels daily from a depth of 4875, it is reported.

Near Completion

The George F. Getty interests have four wells near completion in the Torrance field, it is reported officially. This organization has eleven wells drilling in Torrance at the present time, and is preparing to start a twelfth well as soon as possible, it is said.

The four wells near completion are Getty No. 8, standing cemented at 3250 feet. No. 9, standing cemented at 3500 feet. No. 11 cemented at 3527 feet, and No. 13, standing cemented at 3515 feet.

Getty No. 6 is fishing at 2601 feet, and No. 14 is attempting to pick up a lost string of drill pipe at 3790 feet, and No. 14 is attempting to pick up a lost string of drill pipe at 2790 feet. No. 7 is drilling ahead at 2422 feet, No. 10, 3225 feet, No. 12, 3654 feet, No. 15 at 489 feet. No. 16 has set its first string of casing at 600 feet.

The Getty interests have two wells drilling in the Santa Fe Springs field. No. 14 and No. 16 are drilling at 4284 feet and 3895 feet.

In Long Beach Getty No. 2 is drilling ahead at 4000 feet, and No. 10 at 1837 feet.

In Huntington Beach, Getty No. 2 is standing cemented at 4761 feet, and No. 3 is drilling ahead at 3642 feet.

Drill More Wells

Plans to drill other wells on the same forty-acre case with Transport No. 1 in the Maricopa Flats district, less than a mile from the famous old Lakeview No. 1 well, are announced by the Transport Oil Company. Transport No. 1 is said to have flowed at the rate of 3000 barrels daily for more than two months, and is said to be the largest well in the San Joaquin fields. Offset wells are being drilled by the Pacific Oil Company and the United Oil Company.

Officials of the company report that the quarterly 3 per cent dividend for the last quarter of 1923 will be paid on January 15.

NEW YORK STOCK EXCHANGE

Official quotations as reported yesterday to E. F. Hutton & Co., members of the New York Stock Exchange, 643 South Spring street.

NEW YORK, Dec. 31.—Following are sterling prices, sales, high and low quotations, net change today, last dividend, and high and low for 1923:

High. 1923.	Low. 1923.	Last Div.	Stock—	Sales.	Open.	Low.	High.	Close. bid.	Net change.
67	67	3	Adams Express					75¾	
19½	9¾	....	Advance Rumely	3,100	10¾	10¾	11¾	11	+¾
84½	84	6	Do. pfd	700	84½	84½	85¼	88	+4½
4¾	4¾	....	Ajax Rubber	3,300	5¼	4¾	5⅝	5⅛	+⅛
¾	⅜	....	Alaska Gold	300	....	....	....	....	....
¾	⅜	....	Alaska Juneau						
80	65½	4	Allied Chemical	7,600	70½	69¾	71¾	71	+1
51½	37½	4	Allis Chalmers					43¾	
37½	33	2	Do. pfd						
97½	89	7	Am. Agricultural Chemical	2,700	94½	94½	96¾	96¾	+1½
49¾	28½	....	Do. pfd	1,500	45	45	48¾	48½	+1¾
49¾	22	....	Am. Beet Sugar	200	41¾	41¾	42	41¾	+¾
80	67	4	Do. pfd						
89	87½	....	American Bank Stock	200	88½	88½	88½	88½	+½
106¾	72½	7	American Can	5,300	104¾	104¾	106¾	104¾	−1¾
118	118	7	Do. pfd	400	118½	118½	118½	118	−¼
183	140¾	12	American Car & Foundry	100	182	182	182	181½	
120½	117	7	Do. pfd					120½	
17½	15½	....	American Chicle	100	17	17	17½	17	
30¾	28½	....	American Coffee Oil Corp.	100	30½	30½	30¾	30¾	−¼
7¾	6¾	....	American Drug	100	6¾	6¾	6¾	6¾	
143½	87	8	American Express					99	
74½	67	4	American Hide & Leather	1,400	71¾	69¾	71¾	70¾	+¾
74½	69½	....	Do. pfd	7,500	81	80½	81½	80¾	+¾
111½	73	7	American Ice	300	88¾	88¾	87	87	+¾
21½	18	....	American Int'l Corp.	6,300	19¾	19¾	20¾	20¾	+¾
13	13	....	American La France	100	12½	12½	13	12½	−½
22	22	....	American Linseed	4,300	17¾	17½	18¾	18¾	+¾
98½	89½	....	Do. pfd	1,800	94¾	94¾	95¾	95	+¾
122	118	7	American Locomotive	1,300	120	119	120¾	120¾	+¾
			Do. pfd					118	+¼
83½	69¾	4	American Metal					69¾	+¾
37½	29½	4	American Radiator	800	35	35	36¾	36¾	+¾
9¾	7¾	⅜	American Safety Razor	300	8¾	8¾	8¾	8¾	+¼
21½	21	2	American Ship & Com.	200	21½	21	21½	21½	+¼
53½	51¾	3	Am. Smelting & Refining	1,400	52¾	52¾	53¾	53¾	+¾
85	85	7	Do. pfd		85¾	85¾	85¾	85¾	+¾
13½	11	....	American Water Works	200	11½	11½	11½	11½	+¼
89	85½	7	Anaconda Dry Goods					93	
78	69¾	7	American Woolen	3,700	73¾	73¾	75¾	75¾	+¾
117¾	89¾	7	Do. pfd					93	+¼
11	9½	....	Am. Writing Paper pfd					9½	
19¾	9½	....	American Zinc	1,400	9¾	9½	9¾	9¾	
39½	29	....	Do. pfd	200	32	32	32¾	32¾	+¾
27½	24¾	1¾	Anaconda Copper	4,300	25¾	25¾	26¾	26¾	+¾
27½	24¾	....	Associated Oil	5,700	25¾	25¾	26¾	26¾	+¾
65¾	64	....	Atchison	1,500	64¾	64¾	65¾	65¾	+¾
97	96	7	Do. pfd	100	96¾	96¾	96¾	96¾	+¾
122	120½	7	Atlantic Coast Line	200	120½	120½	120½	120½	−1½
20	17½	....	Atlantic Gulf & W. I.	4,200	18¾	18¾	19¾	19¾	+¾
18¾	17	....	Austin Nichols	200	11½	11½	11½	11½	+¼
27½	27½	....	Ark Knitting	300	27½	27½	27½	27½	+¾
125½	120½	8	Baldwin Locomotive	2,400	122	124½	126¾	123	+¾
119¾	119	7	Do. pfd						
89¾	87½	6	Baltimore & Ohio	1,200	88½	88½	89	89	+¾
39¾	35¾	4	Do. pfd					39	+¾
77	71	4	Barnsdall Corp. A	3,100	73½	73½	75¾	75¾	+¾
49¾	41¾	2	Bethlehem Steel	3,100	43¾	43¾	45¾	45¾	+¾
			Do. 7% pfd	200	98½	98½	98½	98½	+¾
			Do. 8% pfd					107	
19¾	19¾	....	Booth Fisheries	100	19¾	19¾	19¾	19¾	−¼
6¾	6¾	....	Brooklyn Rapid Transit					6¾	
84½	80	10	Brown Shoe	300	100½	....	100½	....	
17¾	15½	....	Brunswick Cent. & Elec.	1,200	15½	15½	15¾	15¾	+¾
11¾	10¾	....	Butte & Superior	3,100	10¾	10¾	11¾	11¾	+¾
13½	12½	....	Butterick	1,300	12½	12½	13¾	13¾	+¾
19½	19½	....	Cal. Oil & Refining	1,200	19½	19½	19½	19½	+¼
13	13	....	California Packing	100	13	13	13	13	
25¾	25¾	....	California Petroleum	11,500	25¾	25¾	26¾	26¾	+¾
27½	27½	2	Do. pfd	1,200	27½	27½	27½	27½	+¾
4¾	4¾	....	Calumet & Arizona	1,300	4¾	4¾	4¾	4¾	+¼
27½	27½	....	Calumet & Pueblo	1,200	27½	27½	27½	27½	+¾
14¾	14¾	....	Canada Dry	1,200	14¾	14¾	14¾	14¾	+¾
39¾	39¾	....	Central Leather	1,300	37¾	37¾	39¾	39¾	+¾
97½	97½	....	Do. pfd	1,700	97½	97½	97½	97½	+¾
27¾	27¾	....	Cerro de Pasco	1,100	27¾	27¾	27¾	27¾	+¾
19¾	19¾	....	Chandler Motor	1,500	19¾	19¾	19¾	19¾	+¾
39¾	39¾	....	Chesapeake & Ohio	1,500	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Chicago & E. Illinois	1,500	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Do. pfd	200	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Chicago Great Western					39¾	
39¾	39¾	....	Do. pfd	300	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Chicago, M. & St. Paul	8,600	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Do. pfd	6,700	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Chicago, R. I. & P.	6,300	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Chicago, Rock Island & P.	7,300	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Do. 6% pfd	200	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Do. 7% pfd	200	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Chile Copper	8,700	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	China Copper	1,200	39¾	39¾	39¾	39¾	+¾
			C. C. C. & St. L.					111	+1
			Do. pfd						
39¾	39¾	....	Chrysler Corp.	1,200	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Cluett, Peabody	1,200	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Coca Cola	3,100	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Colorado Fuel	1,400	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Colorado & Southern	100	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Columbia Gas	1,800	39¾	39¾	39¾	39¾	+¾
39¾	39¾	2.50	Columbia Gas	1,600	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Commercial Tabulator	1,600	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Comp. Tabulating Co.	1,600	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Consolidated Gas	8,400	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Consolidated Textile	2,700	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Continental Can	1,700	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Cos. Products Exp.	1,600	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Cosden & Co.	18,100	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Crucible Steel	1,300	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Do. pfd					39¾	
39¾	39¾	....	Cuba Cane Sugar	3,300	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Do. pfd	1,300	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Cuban American Sugar	1,700	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Cuyamel Fruit					39¾	
39¾	39¾	....	Continental Motors	1,400	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Davison Chemical	22,000	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Del. & Hudson	300	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	D., L. & Western	1,100	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Denn Mines	1,100	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Detroit	4,300	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Dodge Bros	1,600	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Electric Storage Battery	1,300	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Endicott Johnson	1,300	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Erie	4,100	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Do. 1st pfd	1,900	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Do. 2nd pfd					39¾	
39¾	39¾	....	Fisk Rubber	2,600	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Famous Players	1,300	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Fisher Body	700	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Federal Mining & Smelting					39¾	
39¾	39¾	....	Do. pfd	400	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Fisk Rubber	1,500	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Freeport Texas	1,300	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	General Asphalt	2,200	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	General Cigar	5,000	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	General Electric	200	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	General Motors	23,500	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Do. 7% pfd. ctf.	300	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Do. 7% pfd. ctf.					39¾	
39¾	39¾	....	Goodrich Co.	1,400	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Goodyear pfd	1,300	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Goldberg	200	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Grand Union	1,300	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Great Northern pfd	7,700	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Do. Ry. Shares					39¾	
39¾	39¾	....	Greene Cananea	1,400	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Guantanamo Sugar	1,400	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Gulf States Steel	1,300	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Hayes Wheel	600	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Hercules Manufacturing					39¾	
39¾	39¾	....	Houston Oil	3,300	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Hudson Motors	7,100	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Hupp Motors	2,100	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Illinois Central	1,300	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Indiahoma Refining	5,400	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Inspiration Copper	1,900	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Interb. Rapid Transit	1,400	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Intnl. Agricultural Corp.	1,300	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Intnl. Cement					39¾	
39¾	39¾	....	Intnl. Combustion Engine	1,300	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Intnl. Harvester	300	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Intnl. Mercantile Marine	1,600	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Do. pfd	18,500	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Intnl. Nickel	3,400	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	International Paper	1,600	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Do. stamped pfd					39¾	
39¾	39¾	....	Invincible Oil	1,600	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Iron Products Corp.	1,200	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Do. pfd					39¾	
39¾	39¾	....	Island Oil					39¾	
39¾	39¾	....	Jewel Tea	1,600	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Jones Bros. Tea	1,900	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Kansas City Southern	1,300	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Do. pfd					39¾	
39¾	39¾	....	Kansas & Gulf	300	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Kayser (J.) Co.	200	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Kelly-Springfield	2,900	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Kennecott Copper	5,700	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Keystone	3,700	39¾	39¾	39¾	39¾	+¾
39¾	39¾	....	Kresge	100	39¾	39¾	39¾	39¾	+¾

High. 1923.	Low. 1923.	Last Div.	Stock—	Sales.	Open.	Low.	High.	Close. bid.	Net change.
67	75	7	Lehigh Gas					75¾	
21½	11¾	....	Lee Rubber	200	14	14	14	14	
71¾	84	3½	Lehigh Valley	900	69¾	69¾	69¾	69¾	+¾
68¾	38½	4	Lima Locomotive	2,300	67¼	66¾	67¼	66¾	
39¾	39¾	....	Loose Wiles						
125	64½	8	Louisville & Nashville	200	90	90	90	90	
21½	14	1	Lowe's Inc.	1,400	17½	17½	17½	17½	
11¾	8	....	Loft Inc.	1,300	9¾	9¾	7¾	7¾	−1¾
238	180½	12	Liggett & Myers					228	
119½	94½	6	Do. pfd					118	
179¾	140	12	Lorillard (P.)					179	
121	102	7	Mackay Co.					102	
80½	39¾	8	Mack Trucks	2,600	81	80¾	81	80¾	
40	21	....	Mallinson & Co.	400	27¾	27¾	27¾	27	
75¾	45	....	Manati Sugar					45	
20½	13	....	Manhattan Ry. Guar.					16	
72	72½	....	Market Street Railway	1,400	....	....	....	....	
87	86¾	....	Do. pfd					86	
87	86¾	3	Do. prior pfd.	700	86¾	86¾	87	87	
29	27	....	Marmon	1,300	28¾	28¾	28¾	28¾	
15	15	....	Marmon	15,500	30	27½	30	30½	
37¾	17¾	....	Marland Oil	400	35½	35½	35½	35½	
37¾	28	3	Martin-Parry Corp.	400	45¾	45¾	46¾	46¾	
39	39	....	Maxwell Motors A.	4,300	39¾	39¾	39¾	39¾	
21	19½	....	Maxwell Motors B	1,800	19	19	19¾	19¾	
68¾	67½	2	May Stores	1,100	80½	80½	81	17½	
19½	15	1	Mexican Pet. Miles	800	17¾	17¾	17¾	17¾	
39¾	39¾	....	Miami Copper	300	39¾	39¾	39¾	39¾	
39¾	39¾	....	Montana Sunburst Oil	400	15¾	15¾	15¾	15¾	
39¾	39¾	....	Midwest Steel	200	....	....	....	....	
39¾	39¾	....	Mohawk	400	21¾	21¾	21¾	21¾	
39¾	39¾	....	Montana	400	21¾	21¾	21¾	21¾	
39¾	39¾	....	Middle States Oil	8,200	6¾	6¾	6¾	6¾	
39¾	39¾	....	Mo., K. & T.	1,100	19¾	19¾	19¾	19¾	
39¾	39¾	....	Mo., K. & T. of Texas					42	
39¾	39¾	....	Mother Lode	1,300	7¾	7¾	8¾	8	
39¾	39¾	....	Missouri, Kansas & Texas	2,800	12	11¾	12¾	11¾	
39¾	39¾	....	Do. pfd	1,400	24¾	24¾	25¾	25¾	
39¾	39¾	....	Missouri Pacific	1,500	21¾	21¾	22¾	22¾	
39¾	39¾	....	Do. pfd	4,000	39¾	39¾	39¾	39¾	
39¾	39¾	....	Mexican Petrol	200	62	62	62	62	
39¾	39¾	....	Montana Power	2,000	24¾	24¾	24¾	24¾	
39¾	39¾	....	Montgomery Ward	1,300	25¾	25¾	25¾	25¾	
39¾	39¾	....	Mont Motors	600	25¾	25¾	25¾	25¾	
39¾	39¾	....	Nash Motors					75¾	
39¾	39¾	....	National Acme	2,100	7¾	7¾	7¾	7¾	
39¾	39¾	....	National Biscuit	100	81½	81½	81½	81½	
39¾	39¾	....	National Supply Co.	1,300	39¾	39¾	40¾	40	
39¾	39¾	....	National Enameling	1,600	39¾	39¾	40¾	40	
39¾	39¾	....	National Lead	1,400	142	142	142	142	
39¾	39¾	....	Do. pfd					112½	
39¾	39¾	....	Nevada Consolidated	1,800	11½	11½	11½	11½	
39¾	39¾	....	New Orleans Ry. & Lt.	1,400	39¾	39¾	39¾	39¾	
39¾	39¾	....	New York Air Brake	400	40¾	40¾	41	41	
39¾	39¾	....	New York Central	5,400	104¾	104¾	104¾	104¾	
39¾	39¾	....	N. Y., Chicago & St. L.	100	77¾	77¾	77¾	77¾	
39¾	39¾	....	Do. 2nd pfd	200	88	88	88	88	
39¾	39¾	....	N. Y., N. H. & Hartford	2,400	17¾	17¾	17¾	17¾	
39¾	39¾	....	N. Y., Out. & Western	1,400	17	17	17¾	17¾	
39¾	39¾	....	Norfolk & Western	700	104¾	103¾	104¾	103½	
39¾	39¾	....	North American	8,200	22¾	22¾	23¾	23¾	
39¾	39¾	....	Northern Pacific	5,600	81¾	81¾	82¾	82¾	
39¾	39¾	....	Nova Scotia Steel					15½	
39¾	39¾	....	Ontario Silver					2¾	
39¾	39¾	....	Orpheum Circuit	1,000	19¾	19¾	20¾	20¾	
39¾	39¾	....	Otis Steel	300	9¾	9¾	9¾	9	
39¾	39¾	....	Owens Bottle		44	44	44	43½	
39¾	39¾	....	Pacific Development					15	
39¾	39¾	....	Pacific Gas & Electric	1,400	81¾	81¾	82	81¾	
39¾	39¾	....	Packard Motors	1,200	12¾	12¾	12¾	12¾	
39¾	39¾	....	Pacific Oil	7,300	81¾	81¾	82¾	82¾	
39¾	39¾	....	Pan-American Petroleum	1,500	61¾	61¾	61¾	61¾	
39¾	39¾	....	Do. Class B	4,700	60	59¾	60	59¾	
39¾	39¾	....	Penn. Seaboard Steel	1,500	24¾	24¾	24¾	24¾	
39¾	39¾	....	Pennsylvania	1,300	39¾	39¾	39¾	39¾	
39¾	39¾	....	People's Gas	800	57¾	57¾	58¾	58¾	
39¾	39¾	....	Pere Marquette	600	41½	41½	41½	41½	
39¾	39¾	....	Do. prior pfd.					71	
39¾	39¾	....	Do. pfd					88	
39¾	39¾	....	Philadelphia Co.					39¾	
39¾	39¾	....	Phillips Petroleum	7,700	34¾	34¾	35¾	35¾	
39¾	39¾	....	Pierce-Arrow	300	25¾	25¾	25¾	25¾	
39¾	39¾	....	Pierce Oil	1,300	....	....	....	7¾	
39¾

WHAT'S DOING TODAY

Horse racing, Culver City track, afternoon.
Tournament of Roses, Pasadena, all day.
Chess and Checkers, room 856, Union League Building, Second and Hill, 7 a.m. to 12 p.m.
Concert, Westlake Park, evening.
Dancing, Cinderella Roof, Sixth and Olive, afternoon and evening.
New Year's program, Potsdamer Cafe, 321½ North Los Angeles street, afternoon and evening.
New Year's program, Ambassador, afternoon and evening.
Anniversary celebration, Angelus Temple, Echo Park, evening; Aimee Semple McPherson, speaker.
Mission Play, San Gabriel, afternoon.
Twelfth annual elsteddfod for Welsh residents of Los Angeles, Simpson Auditorium, Fifth and Olive, morning and afternoon.
Football, Rose Bowl, Pasadena, afternoon; Navy vs. University of Washington.

MOTION PICTURES:

Alhambra, Hill, between Seventh and Eighth—Blanche Sweet in "Anna Christie."
California, Eighth and Main — "The Day of Fate."
Criterion, Grand at Seventh—"The Hunchback of Notre Dame."
Clune's Broadway, Broadway, between Fifth and Sixth—"The Dancer of the Nile."
Grauman's Hollywood, McCadden Place and Hollywood Boulevard—"The Ten Commandments."
Grauman's Metropolitan, Sixth and Hill—"Flaming Barriers."
Grauman's Million Dollar, Third and Broadway—"Scaramouche" in "Ashes of Vengeance."
Grauman's Rialto, Sixth and Broadway—"Tom Mix in "Big Hearted."
Lowe's State, Seventh and Broadway—Colleen Moore in "Flaming Youth."
Miller's, Main and Ninth — Marion Davies in "Little Old New York."
Mission, Ninth and Broadway—"The Virginian."
Tally's, Broadway and Eighth—"The Temple of Venus."

STAGE:

Mason Opera-house, 127 South Broadway—"Blossom Time."
Morosco Theater, 744 South Broadway—"The Lady Killer."
Majestic Theater, Ninth and Broadway—"Scaramouche."
Fine Arts Theater, 730 South Grand—"R.U.R."

VARIETIES:

Orpheum, 633 South Broadway—Harry Rickhard and Band.
Hillstreet, Eighth and Hill—"Krazee," the Super-Man.
Burbank, Sixth and Main — "Burbank Baby Days."
Hippodrome, Fourth and Main—"Scars of Hate."

ROSE FETE VISITORS WARNED OF THIEVES

By a "Times" Staff Correspondent

PASADENA, Dec. 31.—A warning to the public against pickpockets and sneak thieves, who in all probability will mingle with the huge throng which will gather in this city tomorrow to witness the Tournament of Roses, was issued today by Chief of Police Charles H. Kelley. The Chief predicted that the largest crowd ever assembled in Pasadena would be realised tomorrow and advised that all valuables and large sums of money be left in places of safety for the day. Chief Kelley also announced that several hundred police officers from Los Angeles would assist the local officers to handle the traffic tomorrow and asked the cooperation of the public in abiding by the directions as given out.

LARGE LEMON GROVE

[LOCAL CORRESPONDENCE]

EAST WHITTIER, Dec. 31.—East Whittier says it has the largest lemon grove in the world, under a single management. It is the Leffingwell ranch of 4000 acres. At the rate that the enterprising subdivider has been working in the Whittier district during the past year, the larger holdings of East Whittier are liable to become building sites and residence lots, the subdivision having already extended miles east on the State Highway leading to San Diego.

LIQUOR SEIZED IN RAID

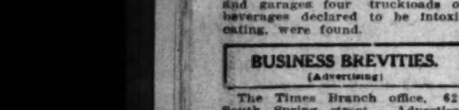
[BY A. P. NIGHT WIRE]

VANCOUVER (B. C.) Dec. 31. Five men were arrested and liquor which the authorities said was worth $50,000 was seized in a raid made in this city by British Columbia provincial police today on order of Atty.-Gen. Manson. In basements, woodsheds, hen houses and garages four truckloads of beverages declared to be intoxicating were found.

BUSINESS BREVITIES.

[Advertising]

The Times Branch office, 621 South Spring street. Advertisements and subscriptions taken. Telephone Metropolitan 0700.



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Best Set $7

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BY EXTREMELY LOW PRICES

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Gold Crowns (22 karat) $4.00
Bridgework (22-karat) $4.00
Porcelain Crowns $4.00
Hrs. 8:30 A. M. to 8 P. M. Sun. 9 to 12.
Gold Fillings ..... $1.00 up
Gold Inlays ..... $4.00 up
Synthetic Porcelain Fillings ..... $1.00 up
Silver Fillings ..... 50c up
Cement Fillings ..... 50c up
Teeth Treated $1.00
Pyorrhea Treatment, per tooth $1.00
Nerve Removed (Painless) $1.00
Teeth Extracted (Painless) 50c

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HOW TO MAIL "MIDWINTER TIMES"

The postage required to carry a copy of the Annual Midwinter Number of The Times, out today, to any point in the United States, Canada or Mexico, is 11 cents. If preferred, The Times will mail them postage paid to any address, at a total charge of 25 cents per copy, which includes the cost of the copy itself. Those wishing to take advantage of this should send to The Times the names and addresses of the intended recipients, legibly written and accompanied by 25 cents for each name. Wrapped copies will be available on the downtown Los Angeles streets. Handlers of these will mail them on request for 25 cents per copy. Th enumber itself sells for 15 cents per copy.

FEATHERED CHICKENS TO GO ON SHOW

Annual Exhibit of Fowl of Barnyard Variety is Set for 8th Inst.

An exhibit of nice tame chickens, quite different from the ones at the various cafes last night, is to begin the 8th inst., and last till the 13th inst., it was announced yesterday.

Instead of a dancing contest such as was on view at last night's exhibits, the coming exhibit will have an egg-laying contest. It will be conducted, by the way, at Washington and Vermont avenues.

All of the American varieties of tame chickens, which number fifty, will be represented by about 3000 specimens, all in special open-front exhibition coops different, again, in design from the galloping show cases made in Highland Park, Mich., and called by the same name, spelled differently.

The wild poultry in the coming exhibit will include pheasants of twelve different species and some rare specimens of water fowl. There will be feathered peacocks, too.

A display by the Accredited Hatchery and Breeders' Association showing the methods of selecting and mating birds, with special instructors to explain everything, will be a feature of the show. The management, it was announced, has arranged for free parking space for automobiles.

Incidentally, the exhibit is to be called the Los Angeles Poultry Show.

Four million meals were served this year in the main dining room of a New York hotel.

Happy New Year
to one and all and may good health, happiness and prosperity be yours for the coming year.
Donovan & Seamans Co.
743 So. BROADWAY-EST. 30 YRS.
Platinum, Gold & Silversmiths
OPPOSITE HOROSCO THEATER

TIMES WANT ADS
Times Want-Ads — immediate action,
Quick results and satisfaction.

Eye Strain? This Helps
For strained eyes try simple camphor, hydrastis, witchhazel, etc., as mixed in Lavoptik eye wash. One small bottle helps any case where strained or sore eyes. It will surprise you. Aluminum eye cup free. At the Dickinson Drug Co., 200 So. Main St., and all druggists.—[Advertisement.

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BROADWAY AT EIGHTH

The Store of Beauty
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Wishes For You—A Happy and Prosperous New Year

The Individual Shops
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SUPREME among beautiful stores, with its expensive marble and rich Circassian Walnut—Vogue Company is today one of the world's *handsomest* establishments, catering exclusively to women.

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You hear of the tranquility and natural beauty of this wondrous land, its *matchless* climate, the delights of social life and charming companionship, of the *fastest growing* city in the world with its unequalled business opportunities—yet, until you have visited Vogue Company *America's Finest Store* you cannot appreciate the *unique position* it holds in the World of Merchandising.

* * *

By constantly adhering to the policies of Courtesy, Truth in Advertising, and throughout the year selling *Better Merchandise at Lower Prices*, we have *trebled* our business in the past two years *(an increase of 200%)*—results, we believe *not achieved by any other store* in America.

To You We Extend the Economy and Convenience of a Charge Account

VOGUE COMPANY
The Finest Store BROADWAY AT EIGHTH In America

THE WEATHER

[Official Report]

LOCAL OFFICE, U. S. WEATHER BUREAU, Los Angeles, Dec. 31.—[Reported by H. R. Mercer, Meteorologist.] At 5 o'clock a.m. the barometer registered 30.04; at 5 p.m., 29.90. Thermometer for the corresponding hours showed 44 deg. and 52 deg. Relative humidity, 5 a.m., 49 per cent.; 5 p.m., 76 per cent. Wind 5 a.m., north, velocity 5 miles; 5 p.m., southwest, velocity 10 miles. Temperatures, highest, 56 deg.; lowest, 42 deg. Rainfall for season, .91 of an inch; last season to date, 4.77 inches. Barometer reduced to sea level.

WEATHER CONDITIONS—A sharp cold wave moved down from the Canadian Northwest over the northern portion of the Rocky Mountain country and over the Plains States as far south as middle Texas and eastward to the upper Mississippi River. In Montana and Wyoming temperatures of 20 to 30 deg. below zero were reported and zero temperature reached as far south as Oklahoma. Snow or rain fell at many stations over the northern portion of the country from the Pacific to the Atlantic and in the Rocky Mountain country the storm extended southward to the Mexican border. The precipitation was generally light, the greatest amount reported being .66 of an inch at Flagstaff, Ariz. In Southern California cool, generally fair weather prevailed Sunday and Sunday night. It was clear and warmer yesterday morning except in the San Diego region where cloudy weather was reported. Cool, unsettled weather may be expected in this vicinity Tuesday with probably light rain.

SUN, MOON AND TIDES—Los Angeles, January 1. Sun rises 6:59 a.m., sets 4:55 p.m. Moon rises 1:39 a.m., sets 1:06 p.m. Los Angeles Harbor, January 1. High tides, 4:58 a.m. and 5:42 p.m. Low tides, 11:55 a.m. and 11:07 p.m.

LOCAL TEMPERATURES — Minimum and maximum temperatures from 5 p.m. yesterday to 5 p.m. today at points reported yesterday to the Los Angeles office of the United States Weather Bureau, were as follows:

Stations—	Max.	Min.
Bonita	58	42
Chatsworth	57	42
Corona	50	23
El Cajon	58	42
Escondido	56	28
Los Angeles Harbor	59	41
Pasadena	60	32
Pomona	59	30
Porterville	55	28
Redlands	58	32
Riverside	58	28
Santa Barbara	60	44
San Bernardino	58	33
Santa Ana	58	33
San Fernando	58	33

LOCAL FORECAST

For Los Angeles and vicinity: Tuesday rain. Moderate to fresh southwesterly winds.

STATE FORECAST

SAN FRANCISCO, Dec. 31.—Weather forecast: San Francisco and vicinity: Probably rain Tuesday; moderate to fresh southwesterly winds.

Northern California: Rain south; clearing north portion Tuesday; moderate northwesterly winds.

Southern California: Clearing north, probably rain south portion, Tuesday moderate northwesterly winds.

Santa Clara and San Joaquin valleys: Probably rain Tuesday; moderate westerly winds.

Southern California: Rain Tuesday; moderate to fresh southwesterly winds.

ARIZONA FORECAST

PHOENIX (Ariz.) Dec. 31.—Forecast for Arizona: Snow in north, rain in south portion Tuesday and probably Wednesday; somewhat warmer Tuesday.

COLORADO RIVER

TUMA (Ariz.) Dec. 31.—[Excursive Dispatch from the United States Reclamation Service.] Gauge height Colorado River, 22.6 feet. Discharge today, 40,000 cubic feet.

TEMPERATURES

	Max.	Min.		Max.	Min.
Abilene	36	18	Oklahoma	18	8
Boise	28	14	Omaha	—	−2
Boston	34	26	Phoenix	68	36
Buffalo	32	28	Pittsburg	42	32
Chicago	26	20	Portland, Or.	38	30
Denver	32	−12	Rapid City	−4	−12
Des Moines	8	0	Red Bluff	48	32
El Paso	52	42	Roseburg	36	32
Eureka	42	—	Sacramento	44	34
Flagstaff	42	34	St. Louis	30	28
Fresno	52	34	Minneapolis-St. Paul	—	2
Galveston	72	60	Sacramento	46	38
Grand Junction	—	6	Salt Lake City	28	14
Havre	−14	−28	San Diego	58	46
Helena	−4	−18	San Francisco	50	42
Huron	—	−10	San Francisco	50	42
Independence	—	18	S. Lulu Obispo	50	34
Kansas City	18	8	Santa Fe	6	−6
Kansas City	8	0	Seattle	38	30
Knoxville	68	62	Spokane	12	2
Lander	2	−14	Tacoma	38	32
Los Angeles	56	42	Tonopah	34	12
Memphis	52	32	Tucson	58	44
Modena	32	6	Vancouver	40	32
Needles	58	42	Wilmington	30	12
New Orleans	74	68	Winnipeg	6	−16
New York	42	32	Yuma	66	38
Northhead	32	32			

VITAL RECORD

MARRIAGE LICENSES

The following marriage licenses were issued yesterday. Name and age given.

ABBOTT—LINDGREN. Wilbur C. Abbott, 33; Ruth E. Lindgren, 30.

AMES—KASE. Charles K. Ames, Jr., 21; Betty I. Kase, 20.

AMMON—GUFF. Wendell M. Ammon, 21; Dorothy I. Duff, 20.

ANDERSON—NORTHCUTT. John W. Anderson, 24; Leona J. Northcutt, 19.

ANDERSON—DONNELLY. William J. Anderson, 23; Mary E. Donnelly, 23.

ARGUST—McHOYT. Elias Argust, 34; Lilah L. McHoyt, 21.

ASTOR—HOFFMAN. Richard D. Astor, 23; Ruth E. Hoffman, 20.

BATCHELOR—GUSTAD. Willies D. Batchelor, 42; Clara Egelund, 40.

BECK—KINGSBURY. Mike F. Beck, 32; Stella Kingsbury, 25.

BELLIS—HORTON. Harry S. Bellis, Jr., 22; Zelma V. Horton, 20.

BENNETT—MONBERG. John M. Bennett, 23; Christine Monberg, 23.

BEESON—HOOBER. Carrol B. Beeson, 21; Helen K. Hoober, 19.

BORCHERS—SCHUCK. Frederick W. Borchers, 27; Antonia O. Schuck, 28.

BORDER—REAM. Elmer G. Border, 20; Genevia R. Ream, 16.

BRADLEY—CLEMENSON. Ernest J. Bradley, 25; Silva M. Clemenson, 29.

BRELSFORD—TAYLOR. Ray Brelsford, 33; Thelma L. Taylor, 20.

BUCHEN—PULLEN. Clement Buchen, 31; Carrie A. Pullen, 28.

BUTHMANN—SCHABACHER. Charles W. Buthmann, 47; Caroline Schabacher, 45.

CAIRNS—FLORENCE. George Cairns, 49; Mary J. Florence, 55.

CALVIN—BROWN. Andrew R. Calvin, 23; Frances M. Brown, 22.

CAMGROS—TAPPERE. John B. Camgros, 56; Marie A. Tappere, 25.

CANALES—RAMIREZ. Eliseo Canales, 21; Herlerta Ramirez, 16.

CANNON—HELMER. Burton E. Cannon, 29; Myrtle Helmer, 23.

CARMEAN—WAYMAN. John M. Carmean, 56; Helen R. Wayman, 44.

CARVELLO—GROVES. Bernard E. Carvello, 26; Opal D. Groves, 20.

CATHEY—MUELLER. John A. Cathey, 30; Anita A. Mueller, 19.

CHACANAZA—KING. Joseph R. Chacanaza, 25; Clara B. King, 19.

CLARKE—WOOLDRIDGE. Fred H. Clarke, 31; Irene Wooldridge, 19.

CLARKE—CHAMPLIN. David Clarke, 30; Irene Champlin, 29.

CLYDESDALE—LANGE. Edward Clydesdale, 29; Mamie E. Lange, 26.

COLBERT—BRYAN. Donald H. Colbert, 23; Mildred R. Bryan, 21.

COLLINS—BRADLEY. Charles F. Collins, 36; Agnes Bradley, 37.

COOK—ROGERS. Carroll A. Cook, 21; Josephine Rogers, 22.

COURTENEY—SPRAGUE. Noe D. Courtney, 30; Leontia Sprague, 27.

COX—HEGER. Claude R. Cox, 23; Esther H. Heger, 21.

D'ARCY—COUTELLIER. William J. D'Arcy, 29; Ada Coutellier, 32.

DENMAN—HAYDEN. Perry R. Denman, 54; Helen S. Hayden, 48.

DENNISON—COLLINS. Louis Dennis, 37; Lillie M. Collins, 32.

DEPOOLE—WHITE. Quinnie T. Depoole, 21; Agnes E. White, 18.

DETRICK—COONS. Richard F. Detrick, 28; Ruby A. Coons, 19.

DOMERGO—FRANKLIN. John Domergo, 36; Ruth Franklin, 20.

DUDLEY—COLES. Harold A. Dudley, 24; Vivian F. Coles, 20.

DUNDAS—BAGLEY. Lewis J. Dundas, 23; Mabel E. Bagley, 21.

ENGLEHART—PULLIAM. Arnold W. Englehart, 25; Violet R. Pulliam, 24.

ESPINOSA—CASTRO. Andres Espinosa, 23; Teodora Castro, 22.

FARNSWORTH—KNICKERBOCKER. Elbert H. Farnsworth, 63; Elizabeth Knickerbocker, 53.

FAUL—PLOUGH. Alphonse Faul, 34; Pauline B. Plough, 20.

FLATOW—BRAZIER. Maurice Flatow, 60; Lola T. Brazier, 40.

FLORES—MUNOZ. Manuel Flores, 23; Carmen Munoz, 18.

FORRESTT—FORRESTT. Francis G. Forrest, 45; Georgina E. Forrest, 33.

FULLER—FRENCH. Charles H. Fuller, 23; Bert C. French, 20.

GAGNON—GEORGE. Wilfred J. Gagnon, 27; Maria George, 24.

GAHLAC—GAHLAC. John A. Gahlac, 44; Mary R. Gahlac, 42.

GALLEGOS—LOPEZ. Jesus Gallegos, 29; Magdalena Lopez, 18.

GANDY — HOUSE. Orlando Gandy, 46; Nona House, 47.

GARRETT—RITCHEY. James L. Garrett, 22; Treesie D. Ritchey, 18.

GARRETT—GILL. Ernest M. Garrett, 36; Evelyn F. Gill, 31.

GENTRY—WEEKS. Gayhn G. Gentry, 23; Catherine L. Weeks, 24.

GILES—HUBBARD. Fred L. Giles, 32; Lois E. Hubbard, 19.

GOMEZ—GUZMAN. Patino Gomez, 25; Antonia Guzman, 22.

GONZALES—HERRERA. Felix Gonzales, 42; Rista Herrera, 36.

GRAHAM—GRIMSHAW. Michael Graham, 40; Margaret Grimshaw, 30.

GRAHAM — JACKSON. Howard G. Graham, 36; Ada L. Jackson, 35.

GREGORY—HEGI. James C. Gregory, 25; Anna Marie Hegi, 24.

GREIFF—TRACY. Theo A. Greiff, 21; Dorothy G. Tracy, 18.

GRELLIE—STEVENS. Christopher Grellie, 30; Frances E. Stevens, 21.

HAFFEL—ALBERT. Dave Haffel, 45; Anna Albert, 42.

HALL—SMITH. Phillotus S. Hall, 34; Ethelyn M. Smith, 34.

HANDY — STURGIS. Robert R. Handy, 39; Kathleen M. Sturgess, 36.

HARRACK—SWANSON. Andrew S. Harbuck, 34; Mae Swanson, 19.

HARGRAVE—PACHECO. Sherman J. Hargrave, 27; Margaret Pacheco, 24.

MARRIAGE LICENSES

The following marriage licenses were issued yesterday. Name and age given.

HARTSHORN—HARTSHORN. Ezra B. Hartshorn, 81; Minnie M. Hartshorn, 81.

HAY—DENSLOW. John W. Hay, 25; Nettie M. Dubuisse, 24.

HELLEMAN—FREEMAN. Claude R. Helleman, 27; Mercelia Freeman, 24.

HELPRINGTINS—MARTIN. Otto Helpringstine, 41; Margaret F. Martin, 40.

HIGGINS—SILVA. Charles Higgins, 24; Margaret Silva, 18.

HORNER—FORD. Robert S. Horner, 27; Lena Ford, 21.

HUDSON — CLOUTIER. Victor S. Hudson, 24; Eunice Cloutier, 23.

HUTCHINSON—SANDERS. James F. Hutchinson, 27; Ora M. Sanders, 30.

JAMES—MATES. Slater H. James, 29; Maria A. Mates, 24.

JOHNSTON — ROSS. Harold S. Johnston, 25; Georgia E. Ross, 26.

JOINER—HEMPEL. Edward A. Joiner, 23; Syrene Hempel, 22.

KAHL—RATTERTON. Harold M. Kahl, 21; Eunice L. Ratterton, 18.

KEYSER—CLARKE. Wesley E. Keyser, 30; Melvina Clarke, 24.

KELLET—HOPE. Iris L. Kelley, 23; Mary V. Hope, 23.

KELLY—FULLERTON. Earl H. Kelly, 31; Lora Fullerton, 31.

KENNEDY—HARRIS. James Holm Kennedy, 30; Billie Harris, 23.

LABEY—GEDDES. Thomas F. Labey, 34; Jessie Geddes, 25.

LAVERS—ROBERSON. James D. Lavers, 25; Anita D. Roberson, 24.

LEIB—REID. George D. Leiber, 43; Emma L. Reid, 42.

LERNER—ORLAND. Jack Lerner, 22; Diana Orland, 18.

LE VALLEY—BYRNES. Jean C. Le Valley, 25; Hilda B. Byrnes, 24.

LEWIS—THOMPSON. Arthur Lewis, 32; Margaret Thompson, 25.

LUNDBERG — MILSTEAD. Oscar C. Lundberg, 27; Carrie N. Milstead, 31.

MacLEOD—JONES. Allen D. MacLeod, 24; Margaret C. Jones, 21.

MALMBERG—ENDERS. Alfred M. Malmberg, 24; Ada L. Enders, 22.

MALMQUIST — FAWKES. Wilfred Malmquist, 30; Grace E. Fawkes, 36.

MANDELL—SANDERS. Joe Mandell, 36; Minerva Sanders, 18.

MARTIN—COYER. William L. Martin, 20; Iva L. Coyer, 22.

MAY—BROCKWAY. James W. May, 39; Ramona M. Brockway, 21.

McHENRY — ELDER. Vincent C. McHenry, 28; Rea N. Elder, 24.

McKENDRY—CRARY. Morton L. McKendry, 22; Hortense M. Crary, 23.

McKENZIE—PORTER. William C. McKenzie, 26; Daisy K. Porter, 24.

McNEALY—WOODRUFF. Ralph P. McNealy, 27; Katrina Woodruff, 21.

McPECK—SUNDGREN. George V. McPeck, 28; Gisle B. Sundgren, 24.

McPHERSON—PICKRELL. Robert C. McPherson, 22; Zelma M. Pickrell, 24.

MEDRANO — MEDINA. Benigno Medrano, 26; Carmen Medina, 22.

MERHAN—FELTON. John J. A. Meehan, 28; Genevieve Felton, 20.

MILLS—SCHEUER. James Melano, 21; Anna Scheurer, 19.

MENA — GOMEZ. Refugio Mena, 35; Gabriella Gomez, 24.

MILLER—SPENCE. Chester Miller, 21; Lois Spence, 19.

MOMSEN—MAXSON. Otto A. Momsen, 40; Elizabeth H. Maxson, 38.

MOORE — DEWEY. John G. Moore, 58; Lillian M. Dewey, 47.

MORRIS—DUMAS. John F. Morris, Jr., 23; Wilhelmina Dumas, 21.

MOTHERSHEAD—NICHOLAS. Hal C. Mothershead, 26; Alice M. Nicholas, 26.

MOTTIER—JACKSON. John D. Mottier, 29; Agnes B. Jackson, 21.

MURPHY—EVANS. Michael J. Murphy, 59; Myrtle L. Evans, 37.

NICHOLS—FERNALD. Archie D. Nichols, 33; Catherine Fernald, 30.

NOELZER—FALKENBERG. Louis C. Noelzer, 31; Elizabeth Falkenberg, 25.

ODGARD—TAWNEN. Andrew J. Odgard, 39; Marie R. Tawnen, 40.

OLSEN—GARRETT. Andrew Olsen, 21; Lois E. Garrett, 18.

PARLADE-AMPOT. Leonardo Pablos, 25; Dolores Campos, 23.

PAGE — GREGORY. Vance L. Page, 28; Marshall Gregory, 23.

PELATO—CORDOVA. Daniel Pelayo, 24; Aurelia Cordova, 18.

PELLETIER—BROOKS. Arthur L. Pelletier, 23; Gertrude F. Brooks, 21.

PETERS — McFARLANE. Fred W. Peters, 41; Marie McFarlane, 34.

PHILLIPS—PERKINS. Vernon D. Phillips, 23; Gladys V. Perkins, 18.

POLLACCIA—BERRETTA. James Pollaccia, 21; Nunziatta Berretta, 20.

PORTER — HUGHES. Howard W. Porter, 21; Ruth M. Hughes, 22.

RODGERS—SHERMAN. Charles M. Rodgers, 34; Lillian J. Sherman, 34.

RAMIREZ—VILLA. Jose Ramirez, 24; Frances Villa, 18.

RANSOM—HAMMOCK. William L. Ransom, 23; Mary L. Hammock, 23.

REINBERGER—SUDERSTAN. Peter P. Reinberger, 26; Katherine Suderstan, 18.

RHATER—WITHERS. Marven A. Rhayer, 30; Marie R. Withers, 24.

RINK—BOYD. Leon F. Rink, 36; Grace E. H. Boyd, 36.

RITNER—LUDLOW. Herman Ritner, 22; Hazel M. Ludlow, 21.

SALZ—SWARTZ. Victor Salz, 39; Florence Swartz, 25.

SANTIGO—KIDD. Otto C. Santhoff, 21; Dorothy E. Kidd, 19.

SANVELT—LUNDSTEDT. Frank R. Sanvelt, 57; Mary E. Lundstedt, 51.

SARABIA—PLACIER. Parsen J. Sarabia, 28; Asuiana B. Placier, 28.

SCHAEFER—WESTON. George W. Schaefer, Jr., 44; Mayme L. Weston, 39.

SCHBOEDER—BELLOWS. Charles A. Schroeder, 53; Grace E. Bellows, 34.

SCHWENEKER—BROUGHOUT. Chester F. Schweneker, 22; Laurell K. Broughout, 18.

SIMS—MOORMAN. Gomer J. Sims, 21; Helen Moorman, 20.

SITTER—CRAIG. William G. Sitter, 40; Lillian Pearl Craig, 30.

SKOSS—COHEN. Meyer Skoss, 31; Fannie Cohen, 29.

SLATE—HUXEL. Francis P. Slate, 41; Mina D. Huxel, 39.

SLINGSBY—BURNHAM. James H. Slingsby, 41; Julia E. Burnham, 38.

SMART—ROGERS. Thomas J. Smart, 32; Dolores L. C. Rogers, 20.

SMITH—HENDERSON. James A. Smith, 26; Annie Henderson, 24.

SMITH—JAMES. Donovan Smith, 24; Margaret E. James, 24.

SNEDDON — ROGERS. Norman H. Sneddon, 27; Ina M. Rogers, 24.

SOLUM—LAWRENCE. Conrad Richardt Solum, 33; Marguerite M. Lawrence, 24.

SPERLING—PORTER. Theodore F. Sperling, 28; Marie L. Hart, 24.

SPIVEY—SILOTT. John D. Spivey, 46; Dora O. Silott, 34.

STACY—PICKERREL. Carl W. Stacy, 33; Eula N. Pickarel, 23.

STAHL—FULLER. Charles K. Stahl, 21; Marie M. Fuller, 18.

STARCHER—BONNER. Perrald Starcher, 23; Martha A. Bonner, 23.

STEED—FOWLER. James H. Steed, 21; M. Hazel Fowler, 19.

STEIN—POWELL. Remy C. Stein, 31; Frances Powell, 30.

STEWART—ZIGRANG. William G. Stewart, 29; Mary M. Zigrang, 29.

STUART—WASSERTHEURER. Thomas H. Stuart, 30; Elsie T. Wasserthurer, 29.

STROMBERG—BERROM. Tore O. Stromberg, 41; Freda C. Berggrund, 34.

SWEDENBORG—BLOOMFIELD. Theo Swedenborg, 26; Marjorie Bloomfield, 25.

TALLEY—BARNETT. Harold H. Talley, 28; Arlene M. Barnett, 23.

TANENBAUM—STONE. Ned G. Tanenbaum, 25; Beatrice C. Stone, 21.

TAYLOR—MILLER. Ed Taylor, 39; Susie Miller, 34.

TERRY—FITZGERALD—William A. Terry, 39; Dora M. Fitzgerald, 31.

TIERNEY—RAMSEY. Thomas J. Tierney, 44; Veronica A. Ramsey, 42.

TORRES—CARRILLO. Pedro Torres, 40; Marie C. Carrillo, 28.

VIERRUS—JONES. Conrad Vierrus, 29; Evelyn C. Jones, 23.

WALDEN—GRAY. Howard W. Walden, 21; Laura M. Gray, 21.

WALTERS—WILSON. Hugh G. Walter, 36; Gertrude I. Wilson, 31.

WASHBURN—ALLEN. George H. Washburn, 36; Carmen Allen, 29.

WASHINGTON—WILLIAMS. Russell Washington, 21; Louise Williams, 21.

WAWYRINEC—COLLINS. Ralph A. Wawyrinec, 21; Frances Smith, 20.

WEAVER — DRAKE. Clifford H. Weaver, 20; Clara Belle Drake, 20.

WEBB—SIMONS. Harry Webb, 33; Pauline Simons, 24.

WENNERHOLM—PRICE. Andrew H. Wennerholm, 28; Flossie M. Price, 24.

WHEELER—JENSEN. Howard T. Wheeler, 24; Carma Jensen, 20.

WITTORFF—LYNCH. Cassel G. Wittorff, 22; Helene F. Lynch, 20.

BIRTHS

Names, sex, place and date of birth.

ATTLESEY. Mr. and Mrs. Harold. Boy, Miles Maternity Home, December 17.

BAKER. Mr. and Mrs. Carl. Boy, 4297 Lafayette street, December 25.

BENEDICT. Mr. and Mrs. Watson. Daughter, White Memorial Hospital, December 25.

BERGLUND. Mr. and Mrs. John. Boy. Harbor district, December 28.

BROCKMAN. Mr. and Mrs. Carl. Daughter, Wedekar Maternity Home, December 23.

BROGGINS. Mr. and Mrs. Earle. Daughter, Good Samaritan Hospital, December 29.

BUCK. Mr. and Mrs. George. Boy. 1869 Earle street, December 5.

COMBS. Mr. and Mrs. Samuel. Boy, White Memorial Hospital, December 25.

COOPER. Mr. and Mrs. Joe. Boy, White Memorial Hospital, December 22.

DANNELBAUM. Mr. and Mrs. Otto. Boy. 1743 Middleton, Place, December 25.

DANSKIN. Mr. and Mrs. James. Boy, White Memorial Hospital, December 24.

DUFFY. Mr. and Mrs. George. Daughter, 627 South Bixiel street, December 27.

GIBBS. Mr. and Mrs. Henry. Boy, Miles Maternity Home, December 20.

HAGAMAN. Mr. and Mrs. Ralph. Boy, 4346 Adams street, December 28.

HARTWELL. Mr. and Mrs. Francis. Daughter, 7091 Hollywood Boulevard, December 29.

JONES. Mr. and Mrs. Harold. Daughter, White Memorial Hospital, December 24.

JOSLEN. Mr. and Mrs. Paul. Daughter, 900 Winfield street, December 28.

KELLY. Mr. and Mrs. Fred. Daughter, Good Samaritan Hospital, December 23.

KILWINSKI. Mr. and Mrs. Charles. Daughter, 8016 Tobias avenue, December 11.

LASSERE. Mr. and Mrs. Bernard. Boy, Harbor district, December 4.

MacARTHUR. Mr. and Mrs. Reginald. Boy, 209 West Fifty-third street, December 26.

MALMBERG. Mr. and Mrs. Reginald. Boy, Miles Maternity Home, December 26.

MILLER. Mr. and Mrs. Bernard. Daughter, White Memorial Hospital, December 28.

MEYER. Mr. and Mrs. Ben. Daughter, 1446½ West Vernon avenue, December 29.

PAKIN. Mr. and Mrs. William. Boy, 5422½ Santa Monica Boulevard, December 24.

SALIGER. Mr. and Mrs. Henry. Boy, White Memorial Hospital, December 24.

MARRIAGE LICENSES

The following marriage licenses were issued yesterday. Name and age given.

SOLVAIL. Mr. and Mrs. Eugene. Daughter, Female Hospital, December 28.

WALKER. Mr. and Mrs. Albert. Boy, 1253 East Sixty-eighth street, December 27.

WALKER. Mr. and Mrs. Vernon. Boy, 1253 East Sixty-eighth street, December 27.

WINGO. Mr. and Mrs. Maurice. Boy, 1136 North Hoover street, December 27.

DIVORCE SUITS FILED

INSERT VITALS

ASHER. Nellie M. against Stillman.
BLACKMAN. Ella K. against Keith H.
BACUS. Roland Lee against Leona.
BOYCE. Helena against Charles W.
COLE. Irene against Charles L.
PERLANDA. Dominico Maggio against Sylvestre.
HANNIBAL. Maurice Calvin against Maybell.
JONES. Robert L. against Lorraine R.
JOHNSON. Eva Edith against Andrew A.
KETCHUM. Myrn Van Brunner against Marshall George.
LEWIS. Robert Edward against Nellye Mae.
MARSHALL. Edmund Arthur against Margaret W.
MacDONALD. Katherine against Ronald.
MARKLAND. Laura K. against John H. P.
MITCHELL. Lucy against Russell C.
PRICKETT. Jacob M. against Grace Dow.
STOCK. Basil John against Agnes.
WOODSON. Lenora A. against Frank O.

DIVORCE DECREES GRANTED

BENSON. Lillie D. from Charles.
BYAS. Julia Penn. from Nelson.
COLESONY. Ida Ames from Robert C.
CHAMBERS. Georgina from Henry.
EASON. Mabel from Harry Mills.
HILL. Anna D. from Marion.
JARMON. Roy Albert from Minnie L.
KNIGHT. Albert Ward from Chas. Ernest.
MINER. Lottie M. from Harrison H.
MUNN. John M. from Mae C.
PENNEBAKER. Elsie from Cecil O.
PLONIEN. Joseph from Violet I.
QUINN. James R. L. from Ora B.
RILEY. Cyntahi B. from Walter.
ROBINSON. Wade H. from Julia Ellen.
ROSS. Alexander from Edith.

NATURALIZATION PETITIONS

Petitions for naturalization, with name, nationality, residence and date of coming to the United States given, were fil

DEATHS

With Funeral Announcements.

NEWTON. At 203 North Ridgewood Place, Mrs. Mary Jane Newton.
Notice of funeral later. W. A. Brown, funeral director.

PHILLIPS. In Monterey Park, December 31, Maurice G. Phillips, aged 57 years.
Funeral services will be held from parlors of F. A. Utter & Son, Alhambra, Thursday, January 3, at 3 p.m. Interment, San Gabriel Cemetery.

RITCHIE. December 30, accidentally, Norman S. Ritchie, aged 23 years, beloved son of Mr. and Mrs. William M. Ritchie, Beaver, Pa.; brother of Mrs. Edna V. Krause, Redwood.
Funeral notice later. (Tulsa and Pittsburg papers please copy.)

ROSS. At 127 North Virgil avenue, John L. Ross, beloved son of Mr. and Mrs. Frank Ross.
Funeral services will be held from the chapel of Reed Bros.-Dellenbaugh Co., 1240 South Flower, Wednesday, January 2, at 1 p.m.

ROBERTSON. Funeral services for John Robertson will be held Wednesday, January 2, at 11 a.m., from chapel of Pierce Brothers, 720 West Washington street.

ROBINSON. At 2651 Ballona avenue, Egan Robinson, aged 65 years, beloved husband of Mrs. Ellen F. Robinson.
Funeral services Wednesday, January 2, at 12 o'clock noon, from the Little Church of the Flowers, Forest Lawn Cemetery. W. A. Brown, funeral director.

ROBINSON. December 31, John L. Robinson.
Remains at Pierce Brothers, 635 Figueroa.

SCHERREI. December 29, Mary Agnes Scherrei, beloved wife of George A. Scherrei and sister of Mrs. Harvey and Mrs. Stoll, aged 61 years.
Funeral from the residence, 1059 West Twenty-fourth street, Wednesday, January 2, at 7:30 a.m. Requiem mass at St. Agnes Church, 9 a.m. Interment, Calvary Cemetery. Cunningham & O'Connor, directors.

STEARNS. In this city, Dec. 30, 1923, Alfred Stearns, aged 74 years.
Remains at the Robinson & Adair Mortuary (formerly Booth & Boyle Co.), 1147 South Flower street.

STEFFEN. December 31, Camilla M., beloved son of Mrs. Clemens Steffen, aged 43 years.
Remains at chapel of Cunningham & O'Connor. Funeral notice later.

THORPE. In this city, Hiram Thorpe.
Remains at Cruse's Interment, Logan, Utah.

TORRANCE. In this city, December 30, Retta A. Torrance, loving daughter of Mr. and Mrs. R. E. Torrance.
Funeral services Friday, January 4, at 10 a.m., from chapel of Pierce Brothers, 720 West Washington street.

WADSWORTH. In Los Angeles, December 30, Jane Frances Wadsworth, beloved mother of Mrs. Mame Pullen, Lyle R. and W. A. Wadsworth.
Funeral services will be held Thursday, January 3, at 2 p.m., from the parlors of Council Co., 1238 South Hope street. Interment, Inglewood Park Cemetery.

WOOD. At 1136 West Thirty-eighth street, William Henry Wood, beloved little infant son of Mr. and Mrs. Walter W. Wood.
Funeral services Wednesday, January 2, at 1 p.m., from the Rosedale Cemetery chapel. W. A. Brown, funeral director.

WOODBURN. Dec. 31, 1923, George W. Woodburn, aged 59 years.
Remains at The White Company, 664 West Washington street.

IN MEMORIAM

RAMIREZ. New Year's morning, 1923. My beloved husband, Alberto R. Ramirez.
ELENA RAMIREZ.

CARD OF THANKS

We wish to thank our many friends, also the Eastern Star and Dr. H. Goldsmith, for their kindness and sympathy in our bereavement.
ABRAM BROWN AND FAMILY.

FUNERAL DIRECTORS

BUT ONE PURPOSE
Every member of this institution is animated by a desire to render the utmost degree of service that fidelity to the latter the slightest desire and wish of friends and relatives, and to surround with an appearance of beauty and refinement the last farewell tributes. A complete funeral, including the services of our Chaplain and Soloist, as low as $100.
EDWARDS BROTHERS,
Formerly Edwards, Ganahl & Heath,
936 West Fifteenth street.
Broom 4515. Broom 4515.

RUPPE MORTUARY
W. H. SUTCH, 842 S. FIGUEROA
Best Equipped, Oldest Established in Los Angeles.
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ROBINSON & ADAIR
Formerly
Booth & Boyle Co.
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GODEAU & MARTINONI
Funeral Service That Saves
Phone 24254
New location, 844 West Washington street.

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E. E. OVERHOLTZER SONS CO.
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720 WEST WASHINGTON. PHONE 507-545.

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Main 8661. 1213 South Figueroa street. 627-37.

Robt. Sharp & Son. Main 1028
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CEMETERIES

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"The Cemetery Unusual"
Cemetery, Mausoleum, Crematory.
Every form of burial under perpetual care.
"Among the Hills."
Glendale Ave. & San Fernando Rd.

BEAUTIFUL HOLLYWOOD CEMETERY CREMATORY
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Automobile at your service.

INGLEWOOD PARK CEMETERY
Columbarium Crematory
Outside Los Angeles City Limits
On Redondo Boulevard.

ROSEDALE CEMETERY
Crematory, Vault, Columbarium
1831 West Washington. 728-56.

LOS ANGELES CREMATORY
West Sixteenth and Grover streets.
No cemetery connected. Visitors welcome.

FLORISTS

HOWARD & SMITH
Floral Offerings
FLORAL DESIGNS OUR SPECIALTY.
NINTH AND OLIVE STREETS.
PHONE 857345.

MEMORIALS

For Mausoleum & Cemetery
MONUMENTAL ART CO., INC.
3833 Whittier Blvd. Phone 1388.

Dixmude's Fate Seen in Charred Bits of Wreckage

[BY CABLE AND ASSOCIATED PRESS]

PALERMO (Italy) Dec. 31.—Bits of charred wreckage swept in by the sea at Sciacca and along the coast near Palermo, have been examined by experts, and the conclusion has been reached that the French dirigible Dixmude was destroyed by fire, probably after an explosion.

A solemn requiem mass was celebrated in the cathedral here today for the victims and the people of Palermo have placed flowers on the body of Lieut. Grenadan, commander of the dirigible. The body lies in the station here.

BUILDING RECORD

[LOCAL CORRESPONDENCE]

WHITTIER, Dec. 31.—During the past twelve months Whittier has doubled the building record of the year before and added nearly 600 acres in subdivisions. The First National Bank Building is nearing completion at a cost of $400,000 and the new William Penn Hotel with complete equipment and furnishings will cost considerably more than $500,000.

BUREAU HEAD QUITS

[BY A. P. NIGHT WIRE]

WASHINGTON, Dec. 31.—Louis A. Hill, one of the storm centers in the long controversy growing out of the dismissal by President Harding of the Bureau of Engraving and Printing employees, resigned today as director of the bureau.

Southern California Interests.

Editorials—News—Business—Society—The Drama.

The Los Angeles Times

Vol. XLIII. TUESDAY MORNING, JANUARY 1, 1924.—PART II. 22 PAGES. POPULATION {By the City Directory—(1923)—821,120. By the Federal Census—(1920)—576,673.

CITY SHOWS GREAT GAIN IN EVERY FIELD DURING YEAR

All Records Broken for Building, Commerce and Improvements; Million Population Seen

Following are comparative figures that supply an accurate index to the record-breaking growth of Los Angeles in 1923:

	1923	1922
Population (estimate)	900,000	760,000
Bank clearings	$7,024,744,783.05	$5,152,311,839.82
Building permits	200,133,181.00	121,306,787.00
Harbor exports	29,035,122.00	18,936,695.00
Harbor imports	26,365,724.00	17,126,497.00
Postoffice receipts	7,072,000.00	5,313,139.00
Revenue receipts (district)	102,416,000.00	85,564,151.39
Tax collections (county)*	35,160,045.80	29,535,652.55
Assessed valuation (county)	1,695,251,165.00	1,319,857,526.00
Receipts (county)*	44,533,133.14	40,119,155.32
School enrollment	189,180	151,355
Marriage licenses issued (county)	17,355	13,625
Harbor business (tonnage)	29,893,000	10,285,000
Harbor business (value)	893,417,000.00	397,741,000.00

*Year ending June 30, 1923.

Record-breaking gains in every line of commercial activity were commonplace in Los Angeles during the past year. Without exception the summing up of the year's business shows strong proof of the substantial prosperity of not only Los Angeles, but the surrounding territory as well.

In population Los Angeles is estimated to have reached the million class by the close of 1923. The growth during the year was roughly 150,000. Bank clearings, harbor business, postal receipts and all vanes of commercial solidity tell the same story.

With a total of $200,133,181 in building permits the city set its highest record in history. The closing month stood high with more than $21,000,000. The gain over 1922 was reported to be approximately $78,826,394. Permits issued by the building department totaled 62,548, compared with 47,397 during 1922. These figures assure Los Angeles' position as the third city in the United States in building activity, outranked only by New York and Chicago.

REALTY SALES HEAVY

Realty sales during the year amounted to approximately $1,500,000,000, according to an estimate by Collector of Internal Revenue Goodcell. This is based on the number of revenue stamps sold for real estate instruments. This is a gain of more than $500,000,000 over 1922, which held the record.

Notable structures added to the skyline during 1923 were the Biltmore Hotel, a $7,000,000 building; the Mercantile Arcade Building, $5,000,000; the Great Republic Life Building, $850,000; Franciscan Apartments, $1,000,000; Gaylord Apartments, $1,000,000; addition to Fifth Street Store, $1,500,000; Rosslyn Hotel Annex, $750,000, and California Bank, $1,000,000. The above are outstanding buildings out of more than thirty large commercial structures erected.

Projects planned for 1924 run into many millions and indicate a continuation of the record-breaking growth. Among the projects is the $5,000,000 hotel to be built by Topliffky and associates.

Manufactured projects from the 5100 plants in the metropolitan area were produced to the total value of approximately $1,100,000,000. The weekly payroll of the factories greatly exceeded the total for 1922 of $5,325,234, according to estimates. Seven hundred new plants were added during the year.

CONDITIONS SATISFACTORY

A building program of more than $200,000,000, carried on without delays from strikes, shows that labor conditions during 1923 were most satisfactory, according to F. J. Zeehandelaar, secretary of the Merchants' and Manufacturers' Association. The strike of carpenters called for May 1 lasted only a few days and only 175 men left their jobs; the electricians' strike of December 16, 1922 was declared off by the union after six months; the strike of the amalgamated tailors in the clothing industry was called off by the union after four months; the strike of the ladies' garment workers' union is still on although eighteen manufacturers are maintaining open shop.

"These satisfactory conditions," said Mr. Zeehandelaar, "were obtained through the efforts of the Merchants' and Manufacturers' Association and the industrial relations department of the association." The work is growing steadily and more than 18,000 men have found employment through that

(Continued on Page 2, Column 1)

NEW YEAR GREETINGS BY MAYOR

Proclamation Extends the Wishes to Citizens for Prosperous 1924

Declaring that 1923 was the most wonderful year in the history of Los Angeles, Acting Mayor Workman yesterday issued a proclamation in which he and Mayor Cryer wished all of the people of the city a happy and prosperous New Year. The proclamation was as follows:

"To the People of Los Angeles, Greeting:

"You will join with me, I am sure, in mutual congratulations, for it is a great privilege to live in a city that affords so many opportunities to health, wealth and happiness.

"This has been the most wonderful year in the history of Los Angeles.

"Notwithstanding the splendid record of 1923, I am convinced that the year 1924 will witness greater things, commercially, financially, and, I trust, ethically, than have been accomplished in the year just past. To this end I invite your hearty co-operation and assistance.

"In keeping with the season's spirit of optimism and good fellowship I join with Mayor Cryer in wishing you a happy and prosperous New Year.

"Sincerely,

"BOYLE WORKMAN,
"Acting Mayor."

ROSE PARADE RAIN OR SHINE

Pasadena's Thirty-fifth Annual Pageant to Start Today at 10:30 Promptly

By a "Times" Staff Correspondent

PASADENA, Dec. 31.—Rain or shine, Pasadena's thirty-fifth annual Tournament of Roses parade will start at 10:30 a.m. tomorrow. Promptly at the starting hour Grand Marshal George Parker and his aides, riding coal-black horses, will start the parade from its point of formation on South Orange Grove avenue.

Final arrangements for the city's gay event were made at a special meeting of the Tournament of Roses Association tonight. A last-minute check of the entry list disclosed the fact that the parade will include nearly twice as many decorated floats as any year previous. More interest has been taken in the coming pageant this year by the citizens of Pasadena due to the fact that the event ushers in the city's Golden Jubilee year during which time Pasadena's fiftieth anniversary will be celebrated.

AWAITS VISITORS

Pasadena awaits the 500,000 visitors who are expected to witness the parade and intersectional football game in the Rose Bowl tomorrow, attired in her gayest holiday decorations. Banners, brilliantly colored, flags, streamers and many other forms of decorations attire the street lamps, trolley wires and other objects along the route of the parade. All of the large buildings in the city and the residences have been bedecked with flags, making the entire town a colorful mass of beauty.

It is truly a case of all roads leading to Pasadena today. Broadcast throughout the world as a criterion spectacle, the Pasadena Tournament proved a magnet of blossoms not to be denied. Routes to Pasadena were posted by the Southern California Automobile Club. All signs leading traffic to and from Rose Bowl, the scene of the football classic, have been electrically illuminated by the city power department so in case darkness descends on the Arroyo Seco before all the motorists are out, no trouble will be experienced by strangers in finding their way. Sufficient parking space, all of which is free to all, for the parking of 25,000 cars has been provided in the Arroyo adjacent to the stadium.

PREPARED FOR TRAFFIC

Although more people will probable flock to Pasadena than at any time previous, traffic will not be nearly so conjested as in past years, Chief of Police Kelley announced today. The Pasadena Chief, assisted by 200 officers from the Los Angeles force, and 500 "gobs" from Los Angeles Harbor, will completely police the city and prevent all traffic jams when possible. Parking will not be allowed on any of the principal streets of the city. This is another new step taken by Chief Kelley. In this way he hopes to keep all arteries of the city open.

The Pacific Electric will operate cars to and from the city at frequent intervals. After 12:30

(Continued on Page 2, Column 5)

ELKS' GRAND FORUM HERE

Supreme Tribunal of Lodge Meets Outside of New York for First Time; Exalted Ruler Arrives

The five judges constituting the Grand Forum of the Benevolent Protective Order of Elks arrived in Los Angeles yesterday to conduct the regular midwinter session of what is equivalent to the supreme court in Elkdom. James G. McFarland of Watertown, S. D., Grand Exalted Ruler of the Elks, also reached Los Angeles for a month's visit to lodges of this State.

The Forum, whose sittings will take place at the Alexandria Hotel, is composed of Chief Justice H. A. Swallow of Danville, Ill., and Associate Justices John J. Carton of Flint, Mich., William J. Conway of Wisconsin Rapids, Wis., Henry L. Kennan of Spokane, Wash., and Thomas J. Lennon of San Francisco.

MEMBERS ALL JURISTS

The proceedings of the Grand Forum, which is modeled along the lines of the Supreme Court of the United States, are of a legal nature and its members are all jurists of distinguished attainments.

Chief Justice Swallow is a practicing attorney in his home city and succeeded John G. Price, At-

(Continued on Page 2, Column 6)

TODAY'S BIBLE TEXT

AS A MOTHER'S COMFORT:

—As one whom his mother comforteth, so will I comfort you.

—Isaiah lxvi:13

EVERYTHING DRY BUT PAVEMENTS

But Still the New Year Spirits Reigned

Water Served at Cafes and Outdoors

Only Autos Are Tipsy as Calendar Shifts

The best efforts of Messrs. Volsted, Vollmer, Contreras, Hunt, Wilmot and all their lieutenants and privates in the army of dry-enforcement failed to result in a dry New Year's Eve in Los Angeles.

It rained all over the celebration.

However, the proponents of drouth did all they could in the matter, and they were ably assisted by the management of the big hotels, cafes and other places of public resort and amusement, who put guards at the door to detach guests from suspicious packages, but polite little notices at each place calling for a cheerful observance of the law of the land, and even refused to serve ginger ale because its shimmering brown too well concealed the similar tints of less innocuous beverages.

STREETS ARE TIPSY

They served water, however, although you can put gin in that without detection, provided always that you have the gin.

The only lack of equilibrium observed in Los Angeles was exhibited by automobiles, which skidded all over the place, sometimes to their own detriment and sometimes to that of those who occupied them. They were the victims of the only wetness.

While the rain dampened the outdoor celebration, it did not entirely drown it out. Scores and hundreds of persons paraded the downtown streets, carrying umbrellas in one hand and horns or other holiday equipment in the other. Within the cafes and hotels, and in the theaters, New Year spirit reigned—even in the absence of other spirits—and merry hundreds watched the old year out and the new one in.

There was, as always, a more serious side to the occasion. In many churches, and in some homes, quiet devotion took the place of hilarity and dreams of the past mingled with resolutions for the future.

EVE IS ENTICING

Even a superficial inventory of the downtown cafes, hotels and other places of entertainment revealed the fact that despite the efforts of the weather, the proverbial good time was had by all. The countenances of the several maitres d'hotel and the head waiters beamed with satisfaction as the New Year approached and the crowds began to pour into the dining rooms.

The hotel and resturant men were looking upon the chief prohibition agent and the City Council as sort of second and third Santa Clauses. The verdict among the dispensers of food and entertainment was that the lifting of the ban on dancing and the pledge of the Federal men to omit the raids virtually took the mourning garments off of New Year's Eve and made her an enticing young woman.

As one prominent cafe manager put it last night while waiting for the night's rush of reservationists, "Up to the time the ban on

(Continued on Page 2, Column 4)

OTIS ART INSTITUTE ADDS TO CURRICULUM

The second term of the Otis Art Institute will begin the 2nd inst. with an increased enrollment and teaching staff. Instruction will be provided in the various fine arts and applied arts, including drawing, painting, sculpture, commercial design, inferior decoration, costume design, metal work and wood-carving. There will be evening classes, in elementary and advanced drawing and a class in clay modeling. In addition there will be Saturday morning classes in drawing and design for children and a Saturday afternoon class in landscape painting. The Otis Art Institute is maintained by the county of Los Angeles as one of the departments of the Los Angeles Museum of history, science and art.

Leaders in Novel Parade at Arcadia

TWO DROWN IN LAKE ON DUCK HUNT

Skiff Turns Over as Men From Los Angeles Rise Up to Shoot at Flock

Rising suddenly to fire at a flock of ducks, two Los Angeles men were drowned in Lake Elizabeth yesterday, when their boat overturned and they were thrown into the icy water. A third member of the party narrowly escaped death, but managed to reach the shore.

While authentic information could not be obtained early last night, officials of the Lake Elizabeth Hotel, reached by telephone, declared that the names of the dead were Howard W. Moury, 1310 West Ninety-eighth street, employed in the pressroom of the Los Angeles Times, and Harry Kearney, his brother-in-law. George Taylor is said to have been the man who escaped death by swimming ashore.

The body of one of the men drowned was reported recovered, and a Lancaster undertaker was dispatched to the scene to bring the body back. The report of the tragedy was received at the Sheriff's office here, and Deputy Sheriffs Bright and Hunter were detailed to make an investigation.

A report that three girls were drowned at the lake was not verified, and is believed to be false. It is understood that Moury, Kearney and Taylor motored to the lake last night and went hunting early this morning. They had rowed to a remote section of the lake when the accident happened, according to reports. Cold weather in the mountains, with some snowfall, is said to have turned the temperature of the lake to freezing, and it is believed that the two victims were drowned as the result of cramps.

Two of the Winners

Upper picture is of Phyllis Brewer, who took first place in large doll carriage class. Lower is of Albert Cooper, who won in the automobile class.

CHILDREN GIVE PAGEANT

Parade on Wheels Presented at Arcadia for Prizes Donated by Merchants of Town

Arcadia's Pageant of Tissue Paper went off yesterday with great glory to the hundred odd children in it. The entrants were all of the Arcadia Grammar School, and the event was conducted by Mrs. Carrie Eaton of the Arcadia Parent-Teacher Association.

The pageant was for the display of things on wheels, roller skates to baby buggies, most of them this Christmas arrivals. It passed the City Hall, while all traffic was stopped by the police. The Arcadia Boy Scouts assisted.

COSTUME PARADE

Prizes had been donated by Arcadia's merchants. The only marring incident of the day occurred in front of the City Hall where a youth of 5 years who didn't get a prize sat in his express wagon and bawled loud and long and refused to be comforted by policemen, firemen and other attendants. At last the lad's parents came and dragged him, still protesting at the injustice of the judges, from the scene.

All of the wheeled affairs were decorated with colored paper and the children were in costume, each being attended by a suite of mothers, sisters and brothers and neighbors' children. Not one of the participants smiled once throughout the whole proceeding and the smaller, the more serious they were. It also was carried out in a funereal stillness, unless one of the younger children got his tricycle stuck in the mud and then he would yell for help with lungs of leather.

The prizes, things likely to please children, were handed out according to the following awards:

Skaters: First, Genevieve Wismer; second, Lois Eaton; small doll carriages; First, Bettie Smith; second, Doris Dembion; large doll carriages: First, Phyllis Brewer; second, Evelyn Corke; tricycles: First, Julie Wetson; large wagons and automobiles: First, Albert Cooper; second, David Bevan; bicycles: First, Robert Walker; second, Robert Arthur Holt; scooters: First, Billy Wakeland; specials to Rose Marie Clark in baby push-cart and Eleanora Ott as nurse with child.

ANNOUNCES CHANGES IN OFFICIAL STAFF

United States Marshal A. C. Sittel last night announced the following changes in the personnel of his office, beginning with today: Joseph F. Kerrigan, resigned, and C. F. Walsh advanced to his position, with the recommendation to the Attorney-General that the salary be increased from $1400 to $1500. H. G. Charles takes the place vacated by Walsh, and it is recommended that his salary be increased from $1300 to $1400. A deputy will be named in a few days to take the place of Charles on the official roster.

STRANGLES FRIEND IN CELL

Wrong Man Killed in Jail at Border Following Fight Over Asserted Unpatriotic Remark

As a tragic sequel to a pleasure trip to Tijuana, Edward Hart, residing at 1363 West Jefferson street, was strangled to death yesterday by his friend, J. E. Donaldson of Palms, according to dispatches from San Diego last night.

The tragedy occurred in the darkness of the border jail on the American side. Donaldson, it is said, mistook Hart for a third inmate in the unlighted cell and choked the victim to death, not knowing that the man's throat he held in his hands was that of his friend.

WENT TO RACES

Hart and Donaldson had left Los Angeles Saturday to visit Tijuana and attend the horse races. Before leaving the Mexican city to return home Sunday night, they visited the saloons and drank freely. When they returned to the American side they were so completely under the influence of liquor that American officers locked them in the drunk tank.

Donaldson, according to information obtained by jailers from the other prisoners, took exceptions to asserted unpatriotic utterances of a third inmate of the cell in which he and Hart had been confined. A fight followed in which Hart, Donaldson and the third man took part.

During the course of the fight,

(Continued on Page 2, Column 4)

JULIAN BROKER ARRESTED

Roy T. West Charged With Withholding Records Found Afterwards by Complainant

Roy T. West, stock broker, who has been handling extensively C. C. Julian's stock issues, was arrested late yesterday on a complaint issued by Dist.-Atty. Orme, charging him with a violation of Section XIV of the Corporate Securities Act. Arraigned before Justice Forbes, West was released on $500 bail, and his preliminary hearing set for next Wednesday.

The complaint against West was made by H. W. Moore, chief auditor in the office of the E. M. Daugherty, State Corporation Commissioner, after West had failed to produce his books and records pertaining to the sale of Junian Petroleum Company shares.

Unknown to Mr. Moore, who was absent from his office the books had been voluntarily delivered to the Corporation Department, where it was said that it probably would take until Wednesday to examine them.

On December 21 he wrote twenty brokers who were dealing in the stock, requesting them to submit their records of sales as required by the Corporate Securities Act. All of the brokers replied except West, Moore said, and the complaint followed. The only books the commissioner has been able to get from West, Moore declared, related to the broker's general finances, and have no reference to stock transactions. The books of the Julian Petroleum Company, according to Moore, are not in the State and therefore not available for the purposes of the investigation.

Commissioner Daugherty emphasized the fact that the Julian Petroleum Company has considerable assets, and that there is no reason for the stockholders to pour their holdings on the market, with consequent loss.

REFERENDUM ON CITY GAS GRAB

Petition for Vote on Ordinance Complete

Citizens Quickly Affix All the Required Signatures

Council May Either Repeal or Order Ballot

Official notice was received at the City Hall yesterday that the signing of names had been completed on the referendum petitions to place before the voters the ordinances authorizing the expenditure of $50,000 of public funds as the first step in carrying out at the taxpayers' expense the plans of the radical municipal-ownership advocates to annex to the municipal Bureau of Power and Light the $17,000,000 electric generating and distributing system of the Los Angeles Gas and Electric Corporation.

Vice-President Champ S. Vance of the company announced last evening that the petitions bear the signatures of 54,000 Los Angeles men and women and that the obtaining of a majority of these names was completed in the record-breaking time of six working days.

ANSWER OF PUBLIC

"The rapidity with which these referendum petitions were signed," said Vice-President Vance, "is the answer of the public to the statements of the Public Service Commissioners and Acting Mayor Workman to the effect that no good citizen would sign these petitions. I am very grateful to the public for the whole-hearted support which was given to the petitions. Particularly am I grateful to our thousands of stockholders, most of them small-home owners, who have only a few of our shares, who responded to the attack upon us by signing our petitions 100 per cent and assisting us in obtaining the signatures of hundreds of citizens. The circulators of the petitions reported to me that it was the easiest task they have ever had to do to obtain signatures. This, I feel, is a tribute to our service and our fair-dealing with the public. The Los Angeles Examiner editorially and in its news columns urged the people of Los Angeles not to sign our petitions, and these 54,000 signatures are the people's answer to the Examiner's demand."

The City Council enacted two ordinances, authorizing the expenditure of a total of $50,000 to defray the cost of a valuation survey by the California Railroad Commission for the Municipal Bureau of Power and Light, and upon receiving the Railroad Commission's valuation the Bureau of Power and Light then plans to ask the voters for a bond issue to purchase the company's electric properties, which are valued by the company in excess of $17,000,000. These ordinances would, if it were not for the referendum, become effective the 20th inst.

Vice-President Vance said that the petitions would now be arranged for easy handling by the City Clerk, and when this work is completed they will be filed, probably next week.

Under the law the two petitions, to be sufficient to halt the spending of the $50,000 and to place the authorization ordinances before the voters, must each bear the signatures of 10,275 registered voters, or a total for the two petitions of 20,550 signatures. As the checking by the City Clerk of a previous successful referendum against the $25,000 "gas grab" ordinance showed that nearly 60 per cent of the signatures were those of registered voters, it is expected that the City Clerk's check of the two petitions completed yesterday will likewise show them to bear many more than the required number of signatures of registered voters.

In the case of the $25,000 "gas grab" ordinance referendum, the City Council repealed the measure rather than risk a vote of the people. What action the Council will take when the referendum on the $50,000 "gas grab" ordinances is filed and certified as sufficient remains to be seen. The Council can either repeal the ordinances or order them placed before the voters at a forthcoming election, probably the May 6 Presidential primary election, at which the new city charter also will be submitted.

WHAT Los Angeles Most Needs Now

After the publication recently of an editorial in which The Times set forth its belief that the development of Los Angeles should be made on more evenly balanced lines than has so far characterized it, a number of prominent citizens were asked to express their views in answer to the question: "What Does Los Angeles Most Need Now?" The replies will be published daily under this heading.

BY ROGER ANDREWS
Vice-President Citizens National Bank

(1.) Security to the lives and property of its people. No expense in taxation is too high a price to pay for making Los Angeles the safest and most law-abiding city in the United States. Whatever force is needed to bring this about should immediately be provided.

(2.) We need active personal participation in public affairs by every business man and property owner. Participation in the city's business and the city's welfare should be the price of citizenship.

(3.) We need to emphasize the Los Angeles or American plan of labor so that instead of it being a mere matter of hours and figures, it will come down to a personal desire on the part of every employer, large or small, in Los Angeles, to be known among his employees as a "prince" to work for.

ENCOURAGE NEW INDUSTRIES

(4.) We should encourage new industries by generously supporting the industries we already have, and wherever possible, buy at home the things made at home.

(5.) We should broaden the work and scope of the Chamber of Commerce so as to bring its membership to 20,000, among the men who will feel that the payment of a $25 membership fee is only the securing of a permit to take an active part in the development work of the Chamber of Commerce.

(6.) We should create public sentiment by exemplifying and emphasizing the fact that every dollar of questionable "easy money" taken from newcomers is a poison germ in the blood of Greater Los Angeles.

(7.) We should address ourselves in a big way, regardless of expense, to the relief of traffic congestion and the construction of the necessary subways for this purpose.

WATER SUPPLY

(8.) We need a water supply prepared years in advance for the certain growth that we can reckon on almost to a mathematical nicety.

(9.) We need to invest money to expand and develop the harbor and we need an attitude toward our railroads of a friendly nature, since their prosperity means our own.

(10.) We need to realize that honestly assessed and administered taxation to meet the tremendous expense of making Los Angeles better, is really an investment on the part of every taxpayer, and that nothing that we can buy in Los Angeles today will pay us as big a profit as to provide finances for need facilities for a healthy city growth.

RAIL ENGINEER IN CITY

Milton C. Blanchard, chief engineer of the Western Division of the Santa Fe Railway, arrived in the city yesterday. Accompanied by his family, Mr. Blanchard will spend about ten days here as the guest of his sister, Mrs. Jesse P. Schilling, 1552 Glennendale Place. Mr. Blanchard lives at Amarillo, Tex.

BAY CITY ADOPTS OUR PLAN

Editor Here Says Northern Rival Now Is Building Bungalow Homes Instead of Apartments

San Francisco is beginning to follow the building plan adopted several years ago by Los Angeles, confides Karl M. Anderson, managing editor in charge of news for the San Francisco Chronicle, and as a result the Bay City is enjoying an unprecedented building boom.

"The expansion is particularly marked in our residential districts," said Mr. Anderson, "where our contractors are now erecting bungalows instead of apartment-houses. It has been found that the residents prefer houses where they can have a sizeable lot and more freedom than is possible under the apartment plan, which has been our principal form of housing up to this time. The result has been the building up of large sections of the city hitherto vacant, and the end is not yet."

GUEST OF DOLLAR LINE

Mr. Anderson, who is a guest at the Alexandria, arrived here yesterday on the Dollar Line steamship President Harrison, being a member of a party of San Francisco men invited by the steamship company to take a preliminary trip on the boat before she sets out on her tour around the world on the 5th inst.

"The President Harrison will be the first vessel to sail under the new world-tour arrangement being inaugurated by the Dollar Line the first of the year," said Mr. Anderson. "Seven boats have been procured from the Shipping Board for the purpose of these tours, which will continue throughout the year. A boat will depart every fourteen days, the port of embarkation alternating between San Francisco and Los Angeles. The first tour, for which I understand every available berth has been booked, will start from San Francisco on the 5th inst., and the next one from Los Angeles on the 19th.

TOUR TAKES THREE MONTHS

"The tours, which will require a period of three months, will include Honolulu, Singapore and various other ports in the Far East, the Suez Canal, several ports on the Mediterranean, the Straits of Gibraltar, certain ports in Western Europe, a passage over the Atlantic to New York, then south, through the Canal, and finally a cruise along the west coast of Mexico to California.

"The use of Shipping Board boats for this purpose is a new departure in the policy of the board and one that will be watched with much interest by shipping men. It is believed that if the tours can be made a success by the Dollar Line it will do much to increase the tourist traffic on the Pacific, and thus be of benefit to California's shipping interests."

GREAT STRIDES MADE BY CITY

All Records During Year Are Broken

Population Now Estimated at One Million

Great Building and Trade Gains Recorded

(Continued from First Page)

agency since its inauguration two years ago.

"In a general review of the labor situation during the past year and as a prophecy for 1924 I am convinced that the healthy growth of this city and the tremendous building activities will be maintained without interruption or labor disturbance.

"The open-shop conditions that have prevailed in this community for twenty-five years, owing to the activity and work of the Merchants' and Manufacturers' Association, are in no danger, notwithstanding the peculiar propaganda that is now being spread throughout the United States by the unions of this city to the effect that the open shop in this city is a failure.

"I can state emphatically that such propaganda is without foundation or fact and only serves to prevent the union men who prefer Los Angeles and the open-shop conditions to the union-ridden towns and eastern cities from coming to this community. The American Federation of Labor at its last convention in Portland appropriated a secret fund of $250,000 to bring Los Angeles into the union column, but its efforts will be met as all other efforts in that direction have been met and failed during all those years."

Los Angeles Harbor had the greatest year in its history and enhanced its commanding position as a deep-water port. Arrivals of vessels of all kinds in 1923 totaled 6460 as compared with 2350 in 1922. Foreign and coastwise commerce handled jumped from 10,285,000 tons valued at $397,741,000 in 1922 to 29,893,000 tons valued at $693,417,600 in 1923.

Fifty new intercoastal and offshore steamship lines extended or opened service, including two new around-the-world freight and passenger services. One hundred and seventeen freight and passenger lines now connect the port with every trade center on the globe, compared with but six offshore lines in 1919.

Wharfage was doubled during the year, making almost twenty-six miles of splendid wharves available. The city plans to spend $15,000,000 in development work in the next two years.

The United States government spent $758,000 during the year on harbor extension work, which included widening of the main channel from 500 to 1000 feet.

The port retained its place as the world's greatest lumber and petroleum port and seriously threatened Grimsby, Eng., as a fishing center.

The population of the harbor district increased from 35,000 to 60,000 permanent residents.

NEW RECORDS SEEN

The coming year promises to shatter all records for growth. Within a month the $1,500,000 double-bascule bridge connecting Terminal Island with the mainland will be opened; the Santa Fe Railroad will open a direct line to the harbor; the Outer Harbor Boulevard and the city's cotton compress are nearing completion; seven dredges are working constantly expanding and deepening the channels; oil refineries and tank farms valued at $60,000,000 have just been completed and $8,000,000 in new lumber terminals have been finished. The Federal government is preparing plans to deepen the main channel from Deadman's Island to Mormon Island from thirty to thirty-five feet at a cost of $3,000,000.

Postal receipts increased from $5,813,139 in 1922 to $7,672,000 in 1923. At the present time there are 1025 clerks and $19 carriers employed compared with 836 clerks and 639 carriers on the pay roll last year.

In all branches of the Federal government large increases in business were reported. Exports grew from $18,936,695 in 1922 to $29,035,122 in 1923; imports increased from $17,126,497 to $24,365,724, and collections increased from $3,150,742.86 to $3,478,327.06. Shipments to Hawaii increased from $3,659,722 to $4,009,114. There are now 105 employed in the customs office compared with fifty-six last year. Collector Schwabe has asked for 100 more men to care for rapidly growing business.

The exportation of oil has trebled during the year, reaching the grand total of 158,000,000 barrels, where almost none was exported three years ago.

In 1923, during which the port became the world's greatest exporter of oil, it also retained its world leadership as the distributing center and importing lumber port, briging in 2,074,100,000 board feet.

Where 450 fishig boats combed the seas offshore the year before, 720 purse seiners harvested the richest catches in their history in 1923, totalling more than 100,000,000 ponuds.

SOLID FINANCIALLY

The financial solidity of the district is shown in figures by Collector of Internal Revenue Goodcell. In receipts an increase of $6426 or 30 per cent, was shown; in income tax payments an increase of $6,159,043, or 18 per cent was reported, while miscellaneous items grew $2,276,804.58 or 23 per cent. There are now 168 employees in the district.

The city government kept pace with the growth of the city during the past year. The budget allowance for the fiscal year of 1923-24 was $15,971,475, compared with $10,965,850.64 for the previous year. The number of city employees in all departments increased from 9781 in 1922 to 12,970 in 1923.

Additions to the city's population by annexation during the past year were thirteen communities with a total area of 35.73 square miles and an estimated population of 17,000. The districts annexed included Lankershim, Rosewood, Agoure, Providencia, Hancock's Addition, Evans' Addition, City of Hyde Park, Ambassador Addition, City of Eagle Rock, Laurel Canyon, Vermont Addition, Laguna Addition and Carthay.

Street improvements installed included 66.47 miles of streets paved and 16.04 miles of streets graded and oiled. The improvements under the direct supervision of City Engineer Griffin totalled in value $5,150,000 and public work done by subdividors under private contract amounted to $10,000,000.

STREETS IMPROVED

Los Angeles today has 3411.13 miles of dedicated streets of which 654.06 miles are paved and 788.53 graded and oiled. There are 321 miles of unimproved streets and alleys.

The city expects to spend approximately $85,000,000 during 1924 on improvements under way or planned as part of the $300,000,000 program for the next ten years. Among the larger projects are: Extension and widening of Tenth street, from $6,000,000 to $10,000,000; civic center and erection of municipal buildings, $7,500,000; harbor improvements, $15,000,000; six viaducts across Los Angeles River, $10,000,000, of which the city expects to pay $2,000,000; new outfall sewer, $12,500,000; other street improvements contemplated are the widening of Wilshire Boulevard, widening and extension of Pico, Washington, Flower and Olive streets.

That the population of Los Angeles has passed the million mark is the belief of N. R. Fowley, commercial superintendent of the Southern California Telephone Company. This estimate is based on statistics furnished by a corps of workers employed by the company to furnish data needed in providing for future extensions.

A little more conservative is the estimate by Water Department officials. The increase in population is estimated at more than 113,000 based on extensions of water service. Twenty-one thousand new water services have been installed in the past year. Each is calculated to serve 5.4 persons. According to these figures, the present population would be approximately 950,000, using the city directory estimate for 1922 as a basis. The Chamber of Commerce estimate is 1,000,000.

COUNTY IS GROWING

Outside of the city limits the growth has been remarkable. The population of the county at the present time, estimated from various sources, is believed to be more than 1,400,000.

The county tax collections increased from $28,535,652.55 in 1922 to $35,160,945.80 in 1923. Assessed valuations in the county grew from $1,319,587,556 in 1922 to $1,695,251,165 in 1923. Receipts of the county totaled $44,553,122.14 in 1923, compared with $40,119,155.33 in 1922.

The county's record in humanitarian and charitable work reflects that the growth of the section is not one-sided.

Last year the county spent $1,432,678 for the upkeep and maintenance of hospitals within its borders. On its county farm it spent more than $500,000. Other charities received more than $11,000, while for the relief of the blind more than $24,000 was contributed.

In 1923 the county maintained its leadership of all counties in the United States in soil production. It also more firmly established itself as the leading petroleum producing county in the country, and produced more than 50 per cent of the entire State's total.

The total value of agricultural and horticultural crops for 1923 exceeded $60,000,000. The citrus crop was 30 per cent greater than in 1922, and increased outputs were recorded in other fruits. Its annual dairy production exceeded $7,000,000, poultry yielded about the same amount and live stock reached almost $4,000,000.

Improved farm acreage in the county at present is 420,000 acres, of which 190,000 are under irrigation. More than 10,000 acres were reclaimed during the past year while the total acreage of agricultural lands in the county is 883,333 acres.

Thousands of acres of agricultural land paid the penalty of urban progress and were cut up into subdivisions. Approximately 40,000 acres were developed in this way.

School enrollment in the Los Angeles city district increased 37,795 during the year. In November, 1922, the total enrollment was 151,385 compared with 189,180 in November of 1923. The average daily attendance for 1923 was 144,696, an increase of 27,713 over the figure of 116,983 in 1922. In point of increase in enrollment the past year broke all records and caused the Board of Education to make preparations to further increase the facilities of the schools.

Evidence of remarkable growth is seen, according to Auditor Lens, in the fact that, despite only $3,000,000 of $17,000,000 bond issue of June 4, 1923, remains unspent, there are still 867 half-day classes representing approximately 40,000 pupils in the local system.

The total assest value of school property increased from $25,150,-188.54 in 1923 to $35,419,267.61 in 1923. Of the asset value in 1923 the value of elementary facilities alone was $23,172,861.19, or almost equal to the total for the preceding year. The total outstanding bonded indebtedness on December 15, 1923, was $12,554,250, while the assessed valuation was $1,089,087,-885.

The teaching staff was greatly increased during the past year. At the start of the 1923-24 year the pay roll consisted of 6434 warrants for a total of $1,138,163, compared with 5629 warrants for $956,576.09 at the start of the 1922-23 year.

COURT RECORDS

In the records of County Clerk L. E. Lampton the unusual growth of the city and county is shown. The following table sets forth a comparison of the past two years:

	1923	1922
Probate petitions filed	3,695	3,222
Civil suits filed (except divorce)	19,979	14,309
Marriage licenses issued	17,305	13,839
Probate cases opened (except divorce)	3,702	4,287
Incorporations filed	3,799	1,764
Certificates of partnership filed	3,839	4,013
Total fees received	$215,297.12	$208,256.75
Trust funds received	686,971.19	781,552.97

There are now only three counties in the United States whose Probate Court business exceeds Los Angeles county. They are those having as county seats New York, Chicago and Philadelphia. Estates running over $500,000 were rare a few years ago but with the growth of the city and the immense fortunes made in real estate and oil the number of large probate cases has increased. The estate of Susanna H. Van Nuys, inventoried at $3,357,761.41, and that of Emil Firth coming to $2,644,097, were the outstanding probate cases filed during 1923.

Noteworthy measures to combat crime were adopted during the past year by the police, Sheriff and District Attorney's departments, aided by the Crime Commission. Chief of Police Vollmer was brought here from Berkeley with instructions to reorganize the police department on a metropolitan basis; Dist.-Atty. Keyes and Sheriff Traeger augmented their staffs and instituted many new methods. As a result more thorough cooperation between the arms of law enforcement has been secured and speedy justice for the crook in Los Angeles is becoming well-known throughout the United States.

During the past year the police arrested 106,247 persons compared with 87,001 in 1923. Of the 1923 total, 6363 were felonies; 25,943 State misdemeanors; 6276 city ordinances and 55,625 traffic violations.

Additions to police personnel and equipment during the year were 404 men; fifty-three automobiles; twenty-five motorcycles; one truck, three patrols and twenty horses.

District Attorney's records show the number of criminal complaints increased 30 per cent. The exact number is 1416, of which 884 resulted in convictions; 926 in pleas of guilty and only ninety-three acquittals. Five hundred and eighty-five prisoners were sent to San Quentin while sixty-six were ordered to the Preston School of Industry. Prohibition Enforcement Officer Georga Contreras issued 730 Wright Act complaints on which $96,564 in fines was collected.

EVERYTHING DRY BUT PAVEMENTS

(Continued from First Page)

dancing was lifted, it sure looked like a 'bloomer' for us tonight. The minute the ban was lifted there was a regular avalanche of reservations pouring in on us."

CROWDS AT CAFES

Despite the edict of the prohibition forces and the promised strict co-operation of hotel and restaurant managers, the restaurants, cafes and hotels were unable to accommodate the big demand for reservations. Naturally the Biltmore and the Ambassador were the scenes of probably the biggest New Year's watch parties. The Biltmore had calls for 3200 reservations in its seven spacious dining-rooms and many more had to be turned away. One of the entertainment features was Tony, with his street organ and monkey, who visited the various dining-rooms and did his stuff.

The Ambassador fun centered in the Cocoanut Grove where more than 800 persons welcomed in the New Year. Capping the climax to the entertainment features, a large globe rolled out on the stage and at the stroke of midnight it popped open and out jumped a beautiful 1924.

The University Club staged a beautiful party with 250 couples in the club's two dining-rooms. Elaborate favors were distributed when midnight brought the dinner-dance to a climax. The Y.W.C.A. girls were hosts to a big party of Y.M.C.A. boys at the Young Women's building on South Figueroa street. The Los Angeles Athletic Club and the City Club were scenes of gay parties for guests and their friends. Downtown cafes such as the Rendezvous, Victor Hugo's and others reported a thriving business despite the rain, many of the places being unable to accommodate all who wanted reservations.

STRANGLES HIS FRIEND IN CELL

(Continued from First Page)

Donaldson said he got hold of Hart, whom he believed was the other man. When jailers reached the scene and flashed their lights in the cell Donaldson had his hands around Hart's throat. Hart was still breathing when the officers opened the jail door, but before the victim could be removed to a sanatorium at National City for first-aid treatment, he died. Donaldson broke down and wept when he realised he had killed his friend.

Deputy Sheriffs of San Diego county immediately took over the case and Donaldson has been ordered held in the County Jail at San Diego, pending the verdict of the Coroner's inquest, to be held tomorrow.

Hart is survived by his widow. He was a painter by trade, as was Donaldson.

Suspect Taken in Gun Battle With Officer

In a gun battle with two burglar suspects last night, T. E. Edwards, a special deputy sheriff, captured one man and narrowly missed being wounded by the other. The one arrested gave the name of Frank Smith and his age as 29 years. Edwards was going his usual rounds in the rear of a house at 425 South Harvard Boulevard about 9 p.m. when, he said, the two men suddenly came up behind him and ordered him to throw up his hands.

Instead of obeying he drew his own gun and opened fire. Both men ran, one returning his fire. Edwards overtook one and the other escaped.

FRECKLED BANDIT ROBS GAS STATION

A freckled bandit with red hair and a nickeled revolver held up H. L. Hammond, operator of the Standard Oil gasoline station at Main and Thirty-second streets early last night and obtained $7. The bandit, who was short and who drove a battered Ford, went north on Main street after the robbery.

ESTATE APPRAISED

Eva L. Furrey, who died in Los Angeles April 10, 1923, left an estate of $281,003, according to appraisal by the State inheritance tax office. The heirs, Edith Furrey Van Deusen, daughter, and William B. Furrey, son, will pay a tax of $5614.

GRAND FORUM OF ELKS HERE

(Continued from First Page)

torney General of Ohio, as head of the Forum Judge Carton was president of the constitutional convention which drafted the present Constitution of Michigan; Judge Kennen is on the bench of the Superior Court of Spokane; Judge Conway is a practicing attorney at Wisconsin Rapids, and Judge Lennon is an associate justice of the Supreme Court of California. The members of the Forum are appointed by the Grand Exalted Ruler of the order and hold their position for five years.

THREE SESSIONS YEARLY

The Forum conducts three sessions annually, one being at the annual meeting of the Grand Lodge. The others have always heretofore taken place in New York, this being the first time the Forum has convened in any other city, with the exception of such sessions as have been conducted at Grand Lodge meetings.

"We chose Los Angeles as a place to convene for our midwinter session largely because Grand Exalted Ruler McFarland is now out here on a tour of inspection of the California lodges," said Chief Justice Swallow. "There are fifteen cases on the docket to be considered by the Forum at this time and the proceedings will probably require about three days."

The Grand Forum constitutes the court of last resort in the order of Elks and from its decisions there is no appeal. It adjudicates questions of a controversial nature that have come up among the subsidiary lodges and deals with other matters pertaining to the interpretation of the rules of the order.

CALIFORNIA LEADS

The livest bunch of Elks in the country are those in California, and in no other State is the order growing so rapidly, says J. G. McFarland of Watertown S. D., Grand Exalted Ruler of the B.P.O.E.

Mr. McFarland, who arrived in Los Angeles yesterday and is a guest at the Biltmore Hotel, came to California to inspect the lodges of the State. He is accompanied by Fred C. Robinson of Chicago, Grand Secretary of the order, and the itinerary of the two officials contemplates a tour that will keep them the greater part of the month on the Pacific Coast.

"The optimism and general go-ahead spirit that characterizes the people of California are nowhere better exemplified than among the members of our order," said Mr. McFarland. "The California Elks have made a record for themselves in community and social service, which is the chief aim of Elkdom, of which they may be justly proud."

ELKS' CENSUS

The order of Elks now numbers 360,000 members, according to their chief, and 1470 lodges. There are sixty-three lodges in this State, with some 54,000 members.

"The order is growing in all sections of the country," McFarland said, "and we believe that before the end of the present Grand Lodge year our membership will have passed the 900,000 mark."

In speaking of improvements being made by the order, he referred particularly to the new building of the Grand Lodge to be erected in Chicago at a cost of $3,000,000.

"This building will be a model of architectural beauty and constructed in accordance with the latest developments in lodge homes. It will contain the business offices of the Grand Lodge and will form the headquarters for the order."

Other buildings mentioned by the Grand Exalted Ruler were the new Elks' home in Portland, Or., which was recently dedicated and cost $1,500,000 and the one in Salt Lake City, which has has just been completed at a cost of $500,000.

"SPLENDID SPIRIT"

"But more important, to my mind at least, than their enterprise in the construction of buildings is the splendid spirit manifested by the lodge members in different sections in carrying out the aims for which the order was founded," said Mr. McFarland. "The Elks today are one of the important factors in our national life for the development of a high type of American citizenship."

He illustrated the spirit of the Elks' work by one or two instances that had come under his observation which had impressed him deeply.

"Up in Idaho there is a little town that applied for a permit to organize a lodge some time ago. We have a rule that no town under 5000 is to be granted such permit, but this town qualified, though after visiting the place it doesn't seem to me their population is up to the required number.

ORGANIZED LEAGUE

"In any event, they started their lodge and one of the first things they undertook to do to arouse civic interest was to organize a baseball league among the youths of the town under the age of sixteen. Four clubs were organized one in each ward, and these were played against each other in a series of games that kept the whole town in a fever of excitement during the entire season. At the close of the season the two clubs showing the highest scores played a world series, the stores being closed and the entire population turning out to witness the final game. I believe that an organization that will take the trouble to engineer a project of that kind should be placed on the roll of honor with public benefactors.

"When President Harding visited Seattle last summer the Elks organized the boys of that city into a body to receive the President. He addressed 50,000 youngsters in one of the principal parks of Seattle and at the close of his speech administered to them the oath of allegiance to the flag that forms part of the Boy Scout ritual. After the President's death, these boys, under the auspices of the Elks, have raised $25,000 for a memorial to be erected on the spot where Mr. Harding addressed them. That memorial will stand there for all time as a reminder to these boys of the moment when they swore allegiance to their country in the presence of the President of the United States."

An extensive program of entertainment has been provided for Mr. McFarland and his wife during their stay here. Today he will be the guest of Pasadena Lodge at the Tournament of Roses and Navy-Washington football game, tomorrow he will visit Riverside, lunching at the Mission Inn, and at night will be a dinner guest of Redlands Lodge, with members of San Bernardino and Ontario lodges in attendance.

Mr. McFarland then will tour the Imperial Valley and spend a day at San Diego, returning to Los Angeles on the 5th inst., and leaving the next day for a trip to the northern cities, ending at San Francisco on the 11th inst. Los Angeles Elks will entertain him with a dinner and evening of entertainment on his final night in California, the 23rd inst.

ROSE PAGEANT RAIN OR SHINE

(Continued from First Page)

o'clock all cars will be sent direct to the Rose Bowl.

APPLAUSE ASKED

W. F. Creller, president of the Rose Tournament, today issued a statement to the people urging them to applaude the various enteries as they pass. It is hoped by the official that the spectators along the route will enter into the spirit of the occasion and give vent to their feelings accordingly.

Entrants in the parade will be judged prior to the start of the parade. Awards will be made to the winners as they pass the official awarding stand in front of the Maryland.

More than 5000 persons worked nearly all night completing the decoration of the large number of floats. There were approximately 5,000,000 blooms used in decorating the parade, some floats having as many as 200,000 cut blooms on them. More than 2000 people will ride in the pageant.

CITY ENTERS CARS

Acting Mayor Workman and members of the Los Angeles City Council will figure prominently in today's events at the Tournament of Roses at Pasadena, and this city government will enter two decorated automobiles in the parade. The Tournament of Roses officials have always extended the courtesies of the day to the Los Angeles officials, who precede in the parade the members of the Pasadena city government.

Acting Mayor and Mrs. Workman with Private Secretary Kinney will ride in the Mayor's decorated automobile, and members of the City Council will be in the Council's car, which was decorated by the Park Department. Fire Chief Scott and his men, who have for years handled the preparing of the Los Angeles machines for the Pasadena parade, decorated the Mayor's car.

Mayor Cryer, who is recovering at his home from his recent severe illness, will be unable to quit his bed, but his son, Edward Cryer, 11 years of age, will attend the Navy-Washington football game this afternoon with Acting Mayor and Mrs. Workman and Private Secretary and Mrs. Kinney.

RESOLVED

To work hard and intelligently. To perform my duties better than ever before. To be cheerful. To be fair. To develop greater courage and self-reliance. To exercise initiative and resourcefulness. To seek quality and value rather than mere price in the purchases I make. In justice to myself to take a demonstration in a new Studebaker before buying an automobile. In everything I undertake, to think of the future and not only of today. To guard my health by spending as much time as possible in the open air and by paying proper attention to diet. These things I will do in 1924.

Happy New Year

While you're playing Mah Jongg or Bridge Whist enjoy the music of the fascinating

AMPICO

in the world-renowned

Chickering

thus lending additional zest to the Oriental diversion or the popular American game. If you haven't heard the Ampico in either our Georgian or Italian room, come in and listen to the re-enacting of the playing of your favorite pianists. Supremely delightful entertainment awaits you.

Chickering Grands, with the Ampico ..... $2950 and up

Chickering Uprights, with the Ampico ..... $1850 and up

PURCHASABLE ON OUR LIBERAL TERMS' PLAN

—TWO STORES—

SOUTHERN CALIFORNIA MUSIC COMPANY

806-808 SOUTH BROADWAY

332 SOUTH BROADWAY

Pianos, Player Pianos and Grands, at prices to suit every home.

Walk-Over's REMOVAL SALE Sweeping Reductions

612 So. Broadway

Walk-Over Quality SHOES for *MEN AND WOMEN*

—Nothing reserved.
—unrestricted choice of every pair in the house.
—unlimited range of styles and sizes.
—usual Walk-Over service.
—shoes for every occasion.
—every pair carefully fitted.
—Walk-Over shoes at these prices represent the utmost in shoe values.
—a sale long to be remembered.

SALE PRICES $4.65 to $10.35

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New Year

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PRICES
$10.35

Location
Broadway
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Feb. 1st

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Pianist and Soprano on Tonight's Radio Bill

Immanuel Male Quartet

Grace Senior Brearley, pianist

Flora Myers Engel, soprano

Jennie M. Durkee, ukelele

Frances Lidman, pianist

Thomas Lutman, lecturer

Immanuel Male Quartet in Special Program

BROADCAST BY KHJ RINGS IN '24

Score of Artists Sing Out the Old Year

Radioland Feels Gay and Carefree Spirit

Joyous Shout Carried on Air as Midnight Strikes

The passing of the old year and the coming of the new was celebrated in music and song by a score of talented folk who came up to The Times studio last night, and put on an entertainment that continued well into the first day of 1924.

The six hours of broadcast were marked with the gayety of spirit and carefree merriment that always prevails on this occasion, and it is certain that no Radiolander "signed off" until the final "Good Morning" from Uncle John, for the spirit of gayety radiated was contagious and the shouts at the stroke of twelve were echoed in all the thousands of homes which radio makes happy.

The many artists who participated were for the most part old friends of the audience of KHJ. There was Tilda Rohr, Swiss contralto, who was accompanied by Isabel Nave, and who sang appropriate songs in her charming inimitable voice. The accomplished young Russian pianist who accompanied the contralto, also entertained with solos.

HAWAIIAN QUARTET

Burkman Brothers Hawaiian Quartet appeared early in the evening and gave a list of Hawaiian and popular melodies that started the telephone arringing. These four chaps, all handsome and three of 'em single, are a valued asset to any radio program, playing with an originality and feeling that is refreshing.

Emilia Leovalli, soprano, was heard in five songs, including "La Paloma," by Yradier; "Will O' the Wisp," by Spross, and "Princessita," by Padilla.

Bill Hatch, jazz pianist de luxe, came in for his share of the laurels, making the piano talk in a mighty expressive manner.

Dr. and Mrs. E. M. Hiner were present. Dr. Hiner is director of the Hiner's Los Angeles Band, which has given two programs over KHJ, and is a cornetist of rare ability.

Mrs. Hiner sang "Tapa," and "Joy to the World," accompanied by her husband for the especial benefit of Kansas City radio fans. These numbers were given just at 10 o'clock, it being midnight in Kansas City.

LOUIS HINTZE PLAYS

Louis Hintze, violinist, gave his own arrangement of several songs with chimes, and Jennie Durkee, the exponent of a new and distinctive method of ukulele playing, favored with two numbers, "Sleigh Bells," and "Ave Maria."

Alice Lee Wiley, noted pianist-composer, played for the merry-makers; the Mason & Hamlin responding perfectly under her masterly touch. John Henry Hopkins, cornetist, offered excellent solos, and Thomas Elmore Lucey, poet, actor, and humorist, injected some highly entertaining features into the program.

Margaret Packard, saxophonist, accompanied by Irene Robertson, played "Gypsy Love Song," by Herbert; "Just to Hear You Whisper," by Penn, and "When Love's Calling You," by Beresford. These were well given, the saxophone's wailing notes carrying a strong appeal.

Ari Hickman and his orchestra were featured here and there throughout the evening, being interspersed between the studio numbers. At the stroke of twelve a mighty cheer from all these generous entertainers rattled the microphone, with its message of glad greetings for the New Year.

NOONTIDE BROADCAST

The noontide broadcast featured Manuel Emanule, baritone, who was accompanied by Bertha Weber. His songs and the piano solos of his able accompanist were splendidly given.

The children's program was arranged by Beatrice Fenner, and featured her own compositions. These were charmingly sung by Mary Newkirk Bower, soprano, and also given as piano solos by the composer.

Beatrice Fenner also told the bedtime story, her own composition, and gave a number of pianologues. The poems were written by Hilda Conkling, and the music by Beatrice Fenner.

It was a program of originality and distinctive artistry that appealed to the grown-ups as well as the lads and lassies.

K-H-J
The Times
RADIOPHONE

12:30 to 1:30 p.m. Special program. Presenting Frances Lidmand, pianist. Immanel Male Quartet, composed of Joseph Kleinsasser, first tenor; David Kleinsasser, second tenor. Arthur L. Reimer, baritone. Peter D. Eitzen, basso. M. L. Stewart, manager. Jennie Durkee, ukulele and guitar.

2:30 to 5 p.m. Football game, play by play.

6:45 to 7:30 p.m. Silent.

8 to 9 p.m. Program presented by Grace Senior Brearley, pianist and Flora Myers Engel, soprano. Their program is as follows:

Piano solo:
"Prelude in G Minor" ..... Rachmaninoff
Grace Senior Brearley.

Soprano solos:
"To the Bird" ..... Rze
"Songs My Mother Taught Me" ..... Dvorak
"Internes" ..... MacFayden
Flora Myers Engel.

Piano solo:
(a) "Slow Dance" (Spanish) ..... Granados
(b) "Mazurka" ..... Esther Senior Stinehart
Grace Senior Brearley.

Soprano solos:
"Ci la Sapete," from "Cavalleria" ..... Mascagni
"Cradle Song" ..... MacFayden
"Birds of the Wilderness" ..... Horseman
Flora Myers Engel.

Piano solo:
"Carneval, Op. 9" ..... Schumann

9 p.m. Dr. Thomas Lutman, lecturer, will talk on "How to Have a Happy New Year."

9:15 to 10:30 p.m. Program presented by Art Landry and his "Call of the North Orchestra."

COST BOND APPROVED

City Expenses Covered in Case of Street Improvement

The City Council yesterday approved of the $5000 bond filed by Edwin E. Roiphe to cover the city's expenses for engineering and in connection with the proceedings for the filling, improvement and paving of twenty streets in the Wilmington district at Los Angeles Harbor.

The bond was required in case majority property owners later on protest-out the proposed improvement.

FEDERAL COURT TERM

The January term of the United States District Court at San Diego, will be opened tomorrow by Judge Bledsoe. There are enough cases on the calendar to keep the Court in session three weeks, but a number of pleas of guilty in Volstead law and Harrison Narcotic Act cases are expected.

A Good Resolution

January 1st

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For further detailed description see January

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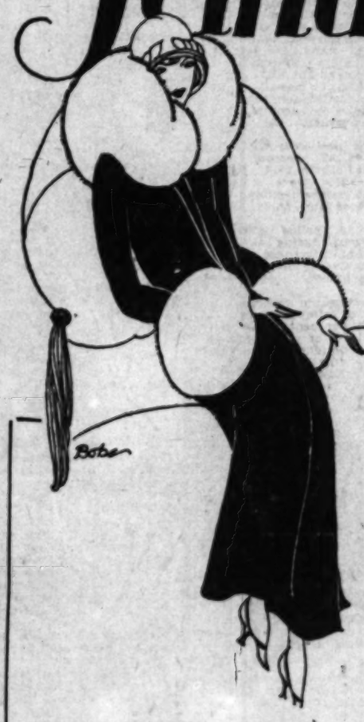

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TEACHER WEDS SCHOOL GIRL

Lansing, (Mich.) Authorities Stirred Up Over Elopement of Man With 16-Year-Old Miss

LANSING (Mich.) Dec. 31.—Neither county nor school authorities have decided what will be done in connection with the elopement and marriage of 16-year-old Dora Downing, Central High School pupil, and Grover C. Sullivan, 37 years of age, teacher of English in the Pattengill Junior High School.

J. W. Sexton, superintendent of the Lansing public schools, said today that a meeting of the teachers, committee would be called and the matter placed before that body, as to whether Mr. Sullivan would be continued in his position, should he return. The couple are on their honeymoon in Chicago.

It has not been definitely determined where the wedding was performed, and until this is learned and also the details as to the license issued, Barnard Pierce, prosecutor of Ingham County, said he could take no action. The question of annulment of the marriage would be a civil proceeding.

The license was issued without the consent of the girl's guardian, Edward Glover, but he said today that he would endeavor to bring action. If it was found possible, either to prosecute for perjury relative to the girl's age, which was given as 18, or to annul the marriage. He added that he will institute a rigid investigation.

Mr. Glover said that the Downing girl's parents are dead, and that the estate he is managing for her is not large. She was born in Lansing, and made her home with her foster brother, William Bennett and wife, in this city. The affair with Mr. Sullivan which had been proceeding for several months, was objected to by the guardian, and it was understood to have ended.

Mr. Sullivan has an infant son, who is being cared for, it is believed, in the home of a sister in Detroit. His wife died more than a year ago and some time prior to this two daughters succumbed to whooping cough. He came to Lansing from the Port Huron-St. Clair section about two years ago. Previous to that he had taught in the Southwest, and had been in the Army service during the World War.

FUNERAL OF PIONEER

Requiem Mass at Cathedral for Mrs. K. M. Lindsay

Funeral services will be conducted today for Mrs. Katherine M. Lindsay, a pioneer in Los Angeles, who died Saturday at the residence of her daughter, Mrs. Arnold Burkelman, 1018 Alvarado street. Requiem mass will be said at 9 a.m. at the Cathedral Chapel.

Born in Ireland, Mrs. Lindsay emigrated to this country as a girl. She formerly lived in St Louis, and with her husband, Edwin B. Lindsay, since deceased, moved to Los Angeles in 1887.

Beside her daughter, Mrs. Burkelman, Mrs. Lindsay leaves only one other near relative, her grandson, Edwin Schallert. Mrs. Burkelman is prominent in club and social work.

Mrs. Lindsay was 79 years of age.

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Los Angeles Times

EVERY MORNING IN THE YEAR
DAILY FOUNDED DEC. 4, 1881—43RD YEAR

Average Circulation for every day of December, 1923 147,330
Average Circulation for Sunday only, December, 1923 204,600

OFFICES:
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Branch Office No. 1, 631 South Spring Street.
Washington Bureau, 804 Ribbs Building.
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The Times aims at all times to be accurate in every published statement of fact. Readers who discover any important inaccuracy of statement will confer a favor by calling attention of the Editorial Department to the error.

MOOT QUESTIONS

Another question which may come before Congress is the urge which is being made in some circles for smaller golf balls. Here is, indeed, room for argument.

THE GLOOMS

Howard Elliott says that the Northwest is suffering from gloomy exaggeration. There doesn't seem to be any warrant for an epidemic of this nature. In spite of the efforts of sundry politicians to view things with alarm there is no tangible foothold for a gloom.

THE WRONG HALF

When we come to look over the figures we notice that less than half of the qualified electors vote and there is no assurance that it is the right half at that. Some folks will battle fiercely for the right to vote and when they have it they toss their vote into the garbage pile.

MAGNUS THE RECKLESS

Magnus Johnson tells of his employment as a glass-blower for a number of years before going on a farm, but he doesn't seem to realize that glass-blowers should throw no stones. He is heaving rocks in all directions. Senator Glass should especially beware. Magnus is one who breaks without paying.

RATHER APPEALING

Just as the government has decided that it is a crime for cider to get hard the accountant comes in with word that the apple crop this season was the greatest the country ever had. There are more than two bushels of them for every living soul in the land. However, apple pie is not so worse.

THE OLD-TIMER

The oldest resident in Indiana celebrated his 105th birthday by taking a ride in an airplane, dancing a fox trot, playing an accordion, cranking a Ford and sending a message by radio. At that he thought it was a rather quiet day. When he gets older he threatens to take up golf in order to kill time.

UNPOPULAR VOTE

Senators laboriously announce their devotion to their constituents while, as a matter of fact, there are thirty-five of them who were elected by the votes of less than 35 per cent of the qualified electors of their states. Electing Senators by the direct vote of the people has already become a joke.

THE GERM PERIOD

According to the theory of one of the Mayo doctors eighty-six out of every 100 deaths are due to germs and these are so small that half a dozen of them can sit on a period. Whenever you see a group of germs sitting on a period come up with a dash or an exclamation and make way with them. The trouble is that the average person sees the tail of the germ and thinks it must be a comma and so he hardly gives it a pause.

GROWING PAINS

The city of Glendale is having a public celebration over the fact that its building permits for 1923 passed the $10,000,000 mark before the last day of the year. For more than a month many doubted that the goal would be reached, but in the last few days of the year the thing was accomplished and now the Glendalians are properly exuberant. Inasmuch as Glendale had a population of but 13,500, according to the census of 1920, it will be seen that another world's record for construction has been hung up. It is doubtful whether any city in America of less than 200,000 inhabitants can boast so vast a building program. And the best of it is that most of the Glendale total is represented by homes.

GRATIFYING SEWER PROGRESS

Reports of progress on the sewage system are gratifying. The old system is inadequate to meet the needs of the city and it is obviously of great importance that the new system be put into operation at the earliest date possible. The bond issue of $12,000,000 was voted a year ago and preliminary work begun.

Actual work on the sewer will be begun shortly on an extensive scale. Construction plans contemplate the expenditure of $1,000,000 a month. This satisfactory progress has been made under the direction of Charles H. Treat, president of the Board of Public Works, and his colleagues and City Engineer Griffin. President Treat has been in close touch with the work preparatory to construction and is entitled to much of the credit for the facility with which it has been handled. Because of his efficiency in this important matter his reappointment would seem to be for the best interests of the people. His continuance on the Board of Public Works would enable him to carry along the work which he has helped to plan and direct.

THE NEW LEAF

The old year, with its comedies and tragedies, its joy and its pain, has passed into history. The world faces a new page in the manuscript of the ages. Whether we can write there what we will, or whether it is all predistined and we are but the fingers with which the hand of Destiny writes, is one of those mooted quesitons which the intellect of mankind has never been able to solve. There is a peculiar mingling of self-determination and predestination that is beyond human conception.

But we do know that, while the page is blank, most that the future will write will be the result of the impulsions of the year that has ended. We shall pay this year for the follies of the last; we shall reap the crop that we have sown; and we shall sow seed that will not come to a harvest during the lifetime of those that this year prepare the soil.

The seed for the World War that created the greatest devastation in history was planted by a generation that never saw the harvest. Those men escaped the awful consequences of their evil deeds. But the sins of the fathers were visited on the sons.

Whether 1923 was a success or a failure will not be known until the effects become visible; for the value of today is measured by its influence upon tomorrow. The new world fared well. The two American continents enjoyed almost unprecedented prosperity. Southern California, as a whole, forged farther in advance than in any other year known to the present civilization. Whether this growth shall become permanent will depend, in a large measure, to what use we make of the new opportunities that have been offered to us; whether we consolidate the positions we have won or whether we fritter away the fruits of our victory.

Old Europe has displayed the feebleness of age, almost of senility. It has destroyed vastly more than it has created. Peace has not yet been won. Never have the peoples been aligned in more bitterly hostile groups. That a great war is not in progress is due simply to the fact that some of the nations are so impoverished that they cannot equip armies and place them in the field.

During the whole year the continent seemed to be swept by a frenzy of hate. The Turks came back to Constantinople and the German Ruhr, the world's greatest industrial district, was paralyzed by the grip of the mailed fist of France. Women and children are starving. Unless a new impulse can be given to European affairs dissolution of the present civilization is inevitable.

What is written on the page that appears clean and white before us today will probably decide the fate of Europe, and, in a lesser degree, our own, for the next generation. Europe cannot be permitted to pass back into barbarism without pulling the American continents into the depths. Our civilizations are too closely united for one to divorce itself complete from the other. If we cannot help Europe it is as inevitable as the process of the suns that Europe will hinder our own development.

It is all very well to talk about avoiding entangling alliances; but, unless the canker that is devouring Europe can be removed, it will eat through and poison us. A start has been made by naming American members on commissions to investigate the economical and industrial condition of Germany. It is admittedly the reparations question that is delaying the stabilization of Western Europe. Perhaps America can aid in that direction. It ought to be done; and if we have sufficient faith that, "what ought to be done can be done," it will be done.

This morning we are wishing each other a "Happy New Year." It will be happy if we possess the faith sufficient to make it so, a faith sufficient to lead us to follow every good impulse and to reject that which is unworthy of us, as individuals, as a community, and as a people.

WHEN NIAGARA GOES DRY

Niagara Falls will cease to flow in about 2000 years. This is the prediction of Ulysses S. Grant, head of the department of geology at Northwestern University, and is the verdict reached after an investigation of the Great Lakes extending over a period of years.

The first cause of this stoppage is the tilting of Lake Michigan. The second is erosion. Every second 220,000 cubic feet of water plunges over Niagara Falls.

According to these scientists the east end of Lake Michigan is being gradually raised above the level of the west end. Tilting of the earth's surface causes this change in the lake's level.

By measuring the change in levels in the past and making careful records engineers are able to estimate approximately when the levels will be equal. And when they are equal the flow over the falls will cease.

Lake Michigan is tilting southward six inches in every 100 years. The shore line of the lake is continually advancing westward. The Canadian border is being raised by tilting of the earth. From these changes Prof. Grant determines the time when Niagara Falls will cease to flow.

Erosion is also hastening this end. Between Lakes Erie and Ontario are layers of hard stone. In 23,000 years Lake Erie cut the gorge back four miles. The land tilted upward. Originally the Great Lakes discharged through the Illinois River. Nature is still working to bring about the conditions when the flow will be turned back again and Niagara will get no water.

As far back as 1816 Francis Hall wrote, "The Horseshoe Fall is no longer the shape of a horse shoe. Erosion is changing it to an acute angle."

Bakewell, the British geologist, next estimated the recession at three feet per year. Another estimate, made by Woodward of the United States Geological Survey, placed five feet per year as the correct figure for the rate of recession.

In 1892 G. Frederick Wright, United States Geological Survey, brought out the first evidence that water pouring over Niagara Falls had been for a time diverted. The oldest part of the gorge is at the mouth at Lewiston, where the walls extend 340 feet above the river.

In the future one of the great engineering problems before the nation may be how to save Niagara Falls from the tilting of Lake Michigan.

Chorus of Candidates: "Let Me Carry Your Grip!"

[Protected by George Matthew Adams]

OLD-FASHIONED FREEDOM

One of the chief reasons for the increasing popularity of President Coolidge and his policies is the fact that they are based on the old-fashioned freedom which our forefathers standardized in the American Constitution and which was founded on the fundamentals of all life and all progress.

We hear a good deal nowadays about the "new freedom." Woodrow Wilson has written a book about it. There is no such animal. Freedom is a fundamental; it cannot be changed by the fifty-seven varieties of cults that so-called progressives erect about it to glorify their own infinitesimal egos.

The only material result of this attempt to substitute new-fangled cults for old-fashioned freedom is the formation of legislative "blocs" which, under the guise of progress, seek to retard the business of the nation. They are not "blocs," but "blocks," screeching brakes on orderly advance in government affairs.

These blocs call themselves by various names, radical, liberal, progressive, etc. They are all misnomers. They are not progressive since their actions in Congress demonstrate that their one object in public life is to obstruct, and obstruction is one step more reactionary than "standpattism."

They are not radical, for radical implies going to the roots of a thing and these blocs rely on entirely superficial aspects and ephemeral issues. They never dig down to the root of any policy for there they would find the fundamentals of the old-fashioned freedom. And that would confound them.

Nor are they liberal in their methods. Dr. Nicholas Murray Butler has truly said that "it is not liberal to fix prices by law or to put government-made shackles on commerce. The liberal knows full well that, in nine cases out of ten, the evil and abuse will yield not to force, but only to intellectual and moral education. Law cannot be enforced. It must be observed."

This "new freedom" is merely on attempted negation of the fundamental principles that have successfully bound American men and women in a society, so far the best devised to meet the needs of imperfect human nature. The system can only be improved by devising a "new human nature"—and creation of this is beyond the power of the modern cultists—for which sensible people are duly thankful.

THE MIDWINTER NUMBER

This is the Midwinter Number of The Times. It consists of 240 magazine pages, in addition to the regular news sections. In compiling this Midwinter Number the publishers of The Times have recognized the added responsibilities entailed by the augmented Southwest community with its enlarged scope of activities and have endeavored to present the characteristics and activities of the community faithfully and attractively.

The Midwiner Number of The Times is a Southern California institution and has been recognized as such for more than a quarter of a century. Each year it is sent by people here to the people of other States and other lands. It is the annual message of the Southland and there is ample evidence to show that it has played an important part in making known throughout the world the glories, the advantages and the opportunities of this fair land of ours.

The Southwest is an empire unique. It possesses advantages peculiar to itself, and it is natural that its established mouthpiece, the Midwinter Number of The Times, is also unique and distinctive. The edition this year is larger by 50,000 copies than any of its predecessors and will, therefore, tell the ever-interesting story of the Southland to a much larger number of people than ever before.

As this issue of the Midwinter Number starts today on its journey to other communities it carries with it the good wishes of the people of this great community and, on behalf of its clientele, The Times wishes to all who receive it a happy and prosperous New Year.

AT DAWNING

BY EUGENE BROWN

Every now and then the doors of the temple swing open and a rosy and robust New Year is seen standing at the portal.

Breaking in the New Year is about the best thing we do. We make the essay in eagerness and confidence.

Mayhap the Old had left us broke in going out and so we take hold of the New with an inflexible determination to be its master. We are going to make it shake hands, sing, curtsey and speak its little piece. It shall never be permitted to ride over us roughshod, or fasten gyves upon our wrists. We swear it.

In this case we have the promise of a wonderful year for action and adventure. In the first place it is an overstuffed affair. It has all of 366 days—count 'em. It is called leap year—possibly from the circumstance that it keeps the politicians on the jump in remaining abreast of the activities of the time. Also it is the season when wild women leap from their moorings. They burst the shackles of convention and pounce upon the quivering male.

The days of the New Year are perishable commodities. Each is a shell made up of twenty-four frail and delicate hours. They are easy to waste, shatter or destroy. Yet with patience and intelligence they may be assembled after the manner in which mighty mosaics are evolved. They are compiled in one definite and beautiful design. The days are as blossoms which the weaver of garlands twines into an achievement of perfumed splendor.

Let not the blooms be permitted to fade until they have at least been massed into some convincing design long enough to have their pictures taken.

When the opportunities vouchsafed by the New Year are broached we begin to run short of adjectives. In fact, a considerable allotment of 1924 in Southern California might well be given to the creation or compilation of a galaxy of fresh and roomy adjectives with which to fitly adorn our miracles. Our accomplishments are so vast and unique that the stock stuff of Noah Webster seems pitifully inadequate. We must introduce some omnisplendors to clothe our impeerless stupendities—or something just as good.

One wonderful year.

HOW IT STARTED

BY JEAN NEWTON

"STUMBLING-BLOCK"

Stumbling-block or stumbling-stone is one of those paradoxical terms that people use constantly without stopping to think of the reason for their existence. Any circumstance or person that is obstructive, that interferes with one's progress, we call a stumbling-block or stumbling-stone.

Its use, of course, is entirely figurative. But therein lies no ray of light, for, taking it literally, what is a stumbling-block or stumbling-stone?

The term is of biblical derivation, appearing originally as stumbling-stone. We have it from the story of the Pharisaic people, who habitually walked with high steps to avoid striking against the rocks and stones that were thickly scattered through the earth of their meadows.

The people were called "nifki" and "dashers"—those who feared to "dash" their feet against the "stumbling-stones."

[Copyright, 1923, by "Quality."]

It is said there are 20,000,000 Irish in America, as compared with 4,500,000 in Ireland.

PEN POINTS By the Staff

Will some nice, bright little boy give us the names of the Presidents of China?

What is the matter with this as a slogan for the new year? Owe No Man a Dollar.

There is always either an insurrection or an election going on down in Mexico.

The ex-Crown Prince says he scarcely knows where to go. He might try France.

Our idea of the happy man is the fellow who has his automobile-number plate for 1924.

Chairman Farley of the Shipping Board has resigned. He saw his duty and "done" it.

About the hardest thing we know of, in connection with golf, is to be compelled to dress like a player.

It has come to about this pass that any city or town is about as wet or just as dry as the authorities want it to be.

Welcome, happy New Year! At any time between January 1 and March 15 we may make out and file our income-tax report.

Collector Goodcell has a new-fangled income-tax blank for the new year. It is warranted to extract the coin from the taxpayer without pain.

The voters of the country will keep an eye on the members of Congress who talk about tax reduction and then vote for pork-barrel legislation.

The soviet government of Russia is seeking recognition by the United States. Having tasted our food they want to see what our money looks like.

Another Japanese Cabinet has resigned. It is a chilly day when there is not something doing along the resignation line in the land of the cherry blossom.

With the reconvening of Congress this week the people will keep their eyes glued on Washington to see if anything is to be done for the relief of the taxpayers. It is up to the members of both houses to act sensibly and patriotically.

Some day the moving-picture producers will learn that there is not enough in the work of a youthful prodigy, either boy or girl, to stretch out over six reels. As incidents they will serve, but not as the whole show. They are required to do too many impossible things, and the spectacle cloys.

THIS IS THE DAY

Betsy Ross, designer of the first American flag, was born at Philadelphia in the year 1752.

The emancipation of negro slaves went into effect, in accordance with Lincoln's proclamation, in the year 1863.

The parcel-post system was inaugurated in the United States in the year 1913.

WAR AND LAW

BY DAVID STARR JORDAN

War is a creation of law. Except, in so far as it is supported by the so-called laws of war, it is simply manslaughter and may be defined as legalized co-operative manslaughter.

The ultimate purpose of every movement for peace must be the outlawing of war.

This may not take place in one generation, but it has been a rule in history that every collective wrong dies in the moment of its triumph. Then it is brought before what Grotius called "The Great Court that sits in silence, the heart and conscience of universal humanity."

Human nature changes very slowly and through processes known to science as "selection," but the point of view of humanity may change very suddenly and when men see a great collective or national wrong nakedly for what it is, the whole outlook becomes changed.

There has never been a world calamity to compare with the last war. A second great war would be infinitely worse. If we cannot outlaw war before that our civilization may be wrecked beyond repair.

DUTY OF SCHOOLS

In the schools of today the history of the future is written.

The schools of today must show that war as war is ruinous, demoralizing, degrading from every point of view.

The deeds of heroism which have brightened up war as flashes of lightning in a thunderstorm, are not to be credited to war, but to the nobility of human nature showing itself suddenly under desperate circumstances, revelations of the divine in man, even though wallowing in physical and moral mud or lost in war's "barbaric loneliness."

There are many ways of working against war—all should be welcome. The development of national arbitration, the showing of war's futility and wickedness, the demonstration of the ruin it works on the men by persistent elimination of the strong and competent, the degradation of human values, the exaltation of which is the very center of the social teachings of Jesus.

"LETS LOOSE CRIME"

The truth of the statement attributed to William of Orange, that "declaration of war lets loose every crime"—all these and many others are matters to be considered in any study of the effect of war.

That wars have been, in the past, at times necessary—at times unavoidable, at times even laudable in defense of "murdered" mangled liberty," has no bearing on international struggles, like the one through which we have passed.

A few men in control with power and fearing the loss of it have been able to plunge the whole world into the abyss of bankruptcy and suffering.

As a leader of the Red Cross, Dr. Homer Folks has well said, "Europe is now no place for babies."

The causes of disease and death among civilians have been enormously magnified and the crust of our civilization by which the morals of most of us are upheld is broken through to permit a deluge of vulgarity and vice.

SHOW THE TRUTH

As teachers, our first duty in this matter is to show war for what it is. It is the worst possible way of settling difficulties and one which appears to settle only in creating hundreds of new ones. When war is over difficulties begin and the history of Europe for the last five years shows that these are vastly greater than those which brought on the war itself. It is, in fact, true, as Elihu Root has shown, that there are no real causes of war. There is no difficulty so great that it cannot be quietly adjusted if the nations concerned honestly seek adjustment. There is no occurrence so trivial that it may not lead to war if one or all nations concerned desire for any reason to fight.

THERE ARE NO MONSTERS

To the first end it is our duty as teachers to encourage international good will—to enable our students to realize that people of other nations are, in all large respects, essentially like ourselves.

There is no nation of monsters—no nation which is naturally hateful, but hate and war are products of misunderstanding and false statement. International suspicion leads to fear—fear to hate—hate to war. The evil habit among officials of speaking of some other nation as the enemy and laying stress on what the enemy may do is a very serious and dangerous habit.

Europe, before the war, was compared to a land of "sleepless watchdogs"—one barking at the moon while the others, in turn, barked warning and threats against one another.

We should do our part, too, in minimizing military glory and its unnecessary display. War is not a matter of fine clothes, prancing steeds and magnificent bands of music; it is for the most part an international competition in degradation, a truth "which can now be told."

JAPAN'S EFFORT

In Japan a movement has been made effectively in the right direction.

The Women's Peace party, under the lead of Mme. Inouye, dean of the Women's University, and Mme. Yakio Osaki, the wife of Japan's noted antimilitarist, have been asked to revise a text book in the lower schools. From the histories they have cut out all reference to military glory, all accounts of deeds of destruction, giving their space to constructive forces which have built up Japan.

In the reading-book is an account of 400 heroes. Among those all with bloody hands have been left out and praise given to those who have served humanity; even conscientious objectors who lost their lives in opposing the ambition of military chiefs have been given a place of honor, even as our race has honored its own martyrs to liberty and freedom of thought.

ABE LINCOLN, TOO

Washington and Lincoln are found in this reader, praised for their persistence and devotion to their people and to freedom. Edison, Marconi and Watt are praised for their devotion to invention and their service to humanity, and Florence Nightingale for her services in ameliorating the aftermath of war. In this country we are not ready for such a sudden and drastic change in our point of view, nor is the attempt possible under our methods of school control, but we should, each one in his own way, work for international understanding, conciliation, freedom, order and justice, to be finally attained only when, in the words of the Great Prophet, "Men shall not learn war any more."

Stanford University,
California.

THE WRONG PHARAOH

BY RANSOME SUTTON

Has Cecil B. De Mille discovered blunders in Egyptian history, or has he committed a $1,000,000 blunder in his "Ten Commandments"? According to reports he has represented Rameses II, called the Magnificent, as the Pharaoh of the oppression and also of the Exodus. To be both Rameses would have to be almost as old as Methuselah, which is quite unbelievable.

When it comes to dates, neither the Bible nor Egyptian records are very definite; but Rameses II, being a vain and pompous Pharaoh, left his name on sixty monuments, the ages of which are quite definitely known. Hence Petrie and all other reliable Egyptologists have concluded that his mummy was immured in the royal sarcophagus, within the funerary Temple of Ramesseum (begun by his father and completed by himself,) during the year 1225 B.C. He was succeeded by his thirteenth son, Mineptah, upon whose mortuary temple, at Thebes, the date of his accession appears—1225 B.C. That the Exodus occurred during, or subsequent to, Mineptah's reign, there can be little doubt; it could hardly have been earlier than the closing years of his reign, and it was more likely during the reign of his successor, Seti II.

The experiences of the Hebrews in Egypt have been narrated only by Hebrew writers. In not one of the thousands of Egyptian records, which have been recovered and read, is any reference made to Hebrew slavery. If the Children of Israel ever suffered bondage in Egypt the circumstance made no such impression upon the Egyptian mind that African slavery made upon the American mind. Moreover, the stories told in Genesis and Exodus were not committed to writing until after the Hebrews had lived for centuries in another and distant land; the legends may have grown with repetition, by generation to generation, and the priestly writers also may have exaggerated. But, accepting every available record as true, what do we find? According to the book of Exodus, chapter xii, verse 40: "The sojourning of the children of Israel, who dwelt in Egypt, was 430 years." This is definite, and it does not necessarily conflict with Genesis xv, 13, which says: "And he said unto Abram, Know of a surety that thy seed shall be a stranger in a land that is not theirs, and shall serve them 400 years."

The Samaritan and Septuagint versions, however, both allow only 215 years for the sojourn of the Hebrews in Egypt. It is perfectly obvious, therefore, that more than one Pharaoh must have reigned over Egypt during the sojourn of the Hebrews.

That Rameses II, whom Charles de Roche personifies in Mr. De Mille's production as the Pharaoh of the Exodus, was the Pharaoh of the oppression (and not of the Exodus) is provable in two ways: (a) Exodus i, 11, reads: "And they built for Pharaoh treasure cities, Pithom and Raamses." Among the buried ruins of Pithom, Flinders Petrie found hieroglyphic records showing that Rameses II was the reigning Pharaoh at the time the treasure cities were built, and he caused one of the treasure cities to be named after himself. Moses and Aaron were not then born, and the treasure cities were at least a century old before the "flight from Egypt" occurred, so Rameses, the Magnificent, could not have been the Pharaoh of the Exodus.

Nowhere in the Bible is Rameses II mentioned as the Pharaoh whose hosts were deluged in the Red Sea, and such a possibility is negatived by Egyptian evidence. The only Egyptian record which may or may not refer to the escape of the oppressed Hebrews is a report made to Seti II, who succeeded Mineptah on the throne, describing the pursuit of some fugitive slaves over the eastern frontier. If this report refers to the Hebrew Exodus, then the Pharaoh of the Exodus was neither Rameses, the Magnificent, nor Mineptah, his son, but Seti II.

Mr. De Mille's stupendous production, dealing with the early history of the Jewish people, will be seen by millions of Americans, and the acts and actors are likely to be accepted as historical. But to picture Rameses II as the Pharaoh of the Exodus is about as unhistorical as it would be to picture George Washington in pursuit of fugitive slaves across the Mason and Dixon Line just prior to the Civil War.

Now for the open-faced pumpkin pie.

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MONTMARTRE Coffee Shop in Hollywood
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Now for the open-faced pumpkin pie.

DOLLAR FLEET CHIEF CHOSEN

Capt. Ahlin Will Command President Harrison

Has Sailed Seven Seas for Thirty-three Years

New World Service From Port to Start Today

Robert Dollar sought the best mariner sailing under American colors to command the President Harrison, pathfinder of the Dollar globe-circling fleet of seven express passenger liners. It is gratifying to Los Angeles that he selected Capt. K. A. Ahlin, a man whose career has been closely associated with the growth of this port and whose story as a seafarer reads like a highly-flavored yarn.

The President Harrison sails for the Orient this afternoon. As she warps out into the stream she will have established what promises to be the greatest single agency for the future of American trade in the nation's history. She is the first of seven 21,000-ton liners which henceforth will be continually weaving a widening belt of American commerce around the world—the only such service afloat.

AHLIN RIGHT MAN

It requires a man with a broad understanding of the commercial instincts and trade methods of every maritime nation to blaze the trail for such an ambitious scheme—representing an outlay of $20,000,000. Here follows proof that Capt. Ahlin is the man for the job:

For ten years before he came to the Pacific Coast in 1884, he served on British steamers and square-riggers on the Indian Ocean, Mediterranean and oriental routes, important links in the new line.

For the past twenty-three years Capt. Ahlin has commanded ships under the house-flag of Swayne & Hoyt and during that tour of service he never lost a ship nor missed a single day of duty. He was the commodore of that firm's entire fleet when he was induced to join the Dollar colors. In those twenty-three years he established, among others, the following records:

He established the first direct service from Los Angeles to the east coast of South America in 1920 by blazing the trail with the steamer Pallas, going to Buenos Aires and Rio de Janeiro by way of Cape Horn.

FIRST COFFEE CARGO

On the return voyage he brought to this port its first importation of South American coffee—500 bags—and six months later he delivered to Los Angeles Harbor 10,000 bags in the Shipping Board steamer West Notus.

Capt. Ahlin took the first California cargo through the Panama Canal in August, 1914. It was aboard the steamer Camino and on December 14, 1914, he piloted the Camino out of Los Angeles Harbor with the first Pacific cargo, 10,000 tons, for Belgian Relief.

While en route to Europe the Camino struck a storm off the Newfoundland coast, was dismasted and was in such condition that Capt. Ahlin was thrice ordered to leave his ship. He stuck it out, however, and brought her into Antwerp with every ounce of her cargo intact.

Last spring, when the Pacific-Argentine-Brazil passenger service was organized, Capt. Ahlin was selected to open the new trade route, being given command of the liner President Harrison. Three months later he was named from a list of all available captains to command the ship that was to take President Harding and his party from this port to Porto Rico. The ship selected was the President Harrison, but the Chief Executive's untimely death at San Francisco prevented the voyage.

At Singapore the President Harrison will take aboard the dean of all American shipping men, Capt. Robert Dollar, owner of the huge Dollar fleet. Capt. Dollar will complete the cruise aboard, aiding Capt. Ahlin and a staff of Pacific trade experts in paving the way for the ships that are to follow.

All ships of the Dollar around-the-world fleet will begin and end their voyages at Los Angeles. The second sailing will be that of the President Hayes on the 26th inst., followed by the President Adams on February 28 and the President Garfield on March 11.

NAMED TO LEAD DOLLAR FLEET

Capt. K. A. Ahlin

SUES HER FOSTER PARENTS

Woman Charges Couple With Plotting to Acquire Her Property and Earnings

In a suit filed yesterday in Superior Court, Miss Nettie E. Brunskill charged her foster parents, Rev. F. A. Morrow and Mrs. Annie E. Morrow, with plotting to dominate her life in an attempt to acquire control of her earnings and property. She asked the court to order a return of property she declared was hers and for an accounting against the defendants.

According to the complaint, Mr. Morrow and his wife have dominated the plaintiff for more than twenty-eight years, in which time, Miss Brunskill asserted, she had turned over to the defendants $3000 she had received from an estate, other valuable property and more than $7500 of her earnings.

The action further recited that about a year after she had become the "adopted" daughter of the Morrows, Mr. Morrow had compelled her to write compromising letters and other documents which he and his wife were asserted to have used to maintain their control over her.

Miss Brunskill stated she entered the Morrow household in 1895 while Mr. Morrow was pastor of a church in Hawarden, Iowa. The family later removed to California and lived for a time in Sacramento, it was said.

SUBNORMAL CHILD HELD TO BE ABLE

Expert Says Minds Can be Developed to High Degree; Blames Parents

"Children who appear to be mentally subnormal usually possess minds capable of highest development, and their condition is not a sign of mental deficiency, but is a result of improper training and of careless habits which unthinking guardians have allowed them to contract."

This is the opinion concerning the majority of so-called youthful morons expressed yesterday by Dr. R. P. Truit, who is in Los Angeles to direct the Child's Guidance Clinic, which will begin activities within the next month at the Anita Baldwin Clinic, 1401 South Grand avenue.

The Child's Guidance Clinic, secured for Los Angeles from the National Committee for Mental Hygiene through the efforts of the Mental Hygiene Association of Los Angeles county, will begin work on test cases as soon as a general survey of Los Angeles and local conditions can be made by officials in charge, according to Dr. Truit.

"About 75 per cent of the work is social in its nature," said Dr. Truit. "More often than not it is the parents who need educating and not the children who need to be examined for deficiencies. The success of the coming year's experiment will depend on the amount of co-operation which the clinic receives from parents."

Among other officials of the clinic who will arrive in Los Angeles from the East within the next few days are Drs. F. H. Painter, Edith Burleigh and Christine Léonard.

Couple Fail to Agree Even on Marriage Date

Judge Summerfield, unable to decide in a preliminary hearing of the Richard and Annie Whelan divorce case, what the actual facts at issue were, issued an order restraining each party from molesting the other until final trial of the suit.

Not even in the date of the marriage could the principles agree, for while Whelan stated that they were married in November, 1905, and lived together until February, 1922, his wife said they were married in 1907 and separated in 1908. He filed suit for divorce, charging cruelty, while Mrs. Whelan filed a cross-complaint for annulment, declaring that her husband had a wife living when he married her.

Again the couple disagreed as to the ownership of property valued at $25,000 at East Adams street and Long Beach avenue, each asserting that the property was theirs.

Accusations of threats and mistreatment were also flung back and forth by the principals.

SECOND MAY DIE DUE TO AUTO CRASH

Oil Firm Head Found to Have Punctured Lung; Girl Killed

A second death is likely to result from the automobile accident which killed Miss Dorothy Janney of 1931 South Harvard Boulevard, it was said yesterday when it was discovered that a broken rib had punctured the lung of William F. Leonard, son of the senior member of the Leonard Oil Company. Leonard's condition is declared critical.

In the accident which took place at Beverly Boulevard and Kingsley Drive because of a car turning the corner failed to signal, it is reported, Mary Louise Lohman of 726 North New Hampshire street was painfully hurt also. Miss Janney, a niece of State Senator Lyons of Venice, lived with her mother and attended Westlake School for Girls.

Her body was taken to the undertaking rooms of Pierce & Lane.

Man Set Free on Charges of Kidnaping Girl

Leigh B. Fleming, manufacturer, who was released by Justice Forbes yesterday from a charge of kidnaping his 8-year-old daughter, has no feeling of ill-will toward the officers and jail officials in Los Angeles.

The men who made the arrest and the jailers and the court officials all treated him like a brother, Fleming says, and he thinks many of the recent attacks against Los Angeles policemen unjust.

Fleming was arrested on the 11th inst. at the Lockwood auto camp on a telegraphic warrant from Norwich, N. Y., charging him with kidnaping his daughter, Rose Lena Fleming, 8 years of age.

The father showed Justice Forbes a divorce decree in which he had been awarded the custody of his daughter and was ordered released.

SNOW-CLAD RESORT TO LURE ANGELENOS

Numerous lightly clad Los Angeles residents are expected to don gum shoes, sweaters and other heavy articles of clothing and spend New Year's Day playing in the snow of the high San Bernardino Mountains. Reports received here today indicate a fall of snow at Forest Home and vicinity where arrangements have been made to accommodate a large number of guests with a special turkey dinner and a winter sports program. The roads are reported to be cleared of snow and in excellent driving condition.

CONTRACT OF PICTURE ACTRESS CANCELLED

Helene Chadwick, picture actress, was released yesterday from her Goldwyn contract, the Goldwyn Pictures Corporation announced. The announcement said: "Announcement was made by the Goldwyn Pictures Corporation last night that it had voluntarily released Helene Chadwick from her contract, which would have expired November 13, 1924. It will be recalled that Miss Chadwick was recently defeated in her suit to have the contract rendered null and void. The court held that the actress was legally bound to work for the Goldwyn Pictures Coporation and that she could not accept outside employment. The suit established a precedent in the validity of players' contracts and attracted wide attention throughout the industry."

WELSH CELEBRATION

Annual Eisteddfod Set for Today at Philharmonic Auditorium

The annual eisteddfod of the Welsh-Americans will be held today at Berean Hall, Philharmonic Auditorium. This is an annual event when competitors will try for honors and prizes in music, prose and art. Three meetings are held. The children choruses compete in the morning, the male choruses in the afternoon and the main choral event is held in the evening.

Prof John Smallman is the music adjudicator. Hon. E. L. Griffith of Utica, N. Y., will preside at the morning meeting, Charles Jones of Long Beach in the afternoon and Judge W. H. Thomas in the evening.

Large delegations and choruses are expected from San Diego, Long Beach and northern cities.

SEEK RELATIVES HERE OF SUICIDE SUSPECT

Relatives in this city of William Sanborn, 76 years of age, were being sought yesterday by Acting Captain Cline of the Detective Bureau, at the request of Coroner Kelly of San Diego. Sanborn, a telegram from the Coroner said, killed himself in that city and though he is believed to have been a resident of Los Angeles, his address is not known.

"Ring Out the Old,

"Ring In the New"

As the bells ring the Old Year out and the New Year in, we believe they are truly ringing in "a nobler mode of life," with "the larger heart, the kindlier hand;" we believe each New Year's bells ring in a little more sympathy, forbearance and justice than the old year knew. We are glad to be living and working in an age of spiritual as well as material progress; and we wish all our friends the happiest of all New Years.

Coulter Dry Goods Co.
Seventh Street at Olive

The Hallmark of Public Approval

Following four successive years of remarkable progress, Western States Life surpassed all previous records in 1923, which proved on every count the greatest year in its history.

During 1923 the assets of the Company GAINED over $1,500,000, reaching a total of more than

$9,000,000

on December 31st—and high-grade, approved bonds and mortgages were deposited with the State of California equal to the full reserve on every policy bearing the Company's signature.

Over 8000 Western people took out policies with Western States Life last year. New CASH BUSINESS amounted to more than $21,500,000—or 24% ahead of 1922.

We ended the year with over

$75,000,000

paid-for insurance in force on the lives of over 30,000 Western people, whose investment with us is being used to develop the resources and trade of the West. The tremendous 1923 gain of better than $13,500,000—far more than ever before in one year—is the hallmark of emphatic public approval.

The foregoing figures were compiled before complete 1923 returns were available from the COMPANY'S BRANCH OFFICES, and in every instance the final results will be in EXCESS of those appearing herein.

Notwithstanding the progress made in 1923, we are confident that 1924 will eclipse it.

Ask to see our new COUPON SAVINGS COMPLETE PROTECTION POLICY, just put out for the New Year, and you will know WHY.

Western States LIFE INSURANCE COMPANY
H. J. Saunders, President
HOME OFFICE: SAN FRANCISCO
Los Angeles Branch 506 Hill Street Building
George H. Page, Supervisor
"The Fastest-Growing Young Company in the Business"

INTERIOR VIEW OF MONTGOMERY BROS.' NEW STORE ON OPENING DAY, OCTOBER 17TH, 1923.

LOS ANGELES' oldest and today its most modern Jewelry Store sends Greetings this New Year's Morning—to the strangers within our gates—and to the ones in bleak cold East this morning—in the blizzard of snow and ice—whose thoughts are turned to this land of *Sunshine* and *Flowers*—as you read the Times Midwinter Number. We have a message for you—as you ponder over the situation—and wish you were with us. *Once*—we were in the same condition of mind—and we settled here—"Poor in pocket, but rich in Expectations"—*43* years have gone by—and we have grown up—and kept step with the Progress of our wonderful city. We have won for ourselves a name and place in "Dun," "Bradstreets" and "other" Mercantile Business Rating Books—We enjoy a credit of the *highest class obtainable*—our *Capital* Rating—places our name in the highest Bracketed list of names given—So much for your encouragement, Mr. Newcomer—a Los Angeles example of—"From poverty to riches."

The name *Montgomery Bros.* is nationally known everywhere—as one of the representative Jewelry Stores of the Union—its large size—its wonderful stock of high-class Jewelers' Merchandise—its beautiful arrangement. The elegance and finish of its solid *Mahogany* woodwork—its rare and *costly Italian Marble Columns*—its beautiful Tennessee Marble Floor. Ours is a natural light store—no artificial light is needed. Its two front windows—40 feet wide—its artistic entrance—its first Hope street window—all are made of *solid bronze*—from original drawings. Its ceilings are 22 feet high—decorated by Italian artists—the same ones who decorated the new *Biltmore Hotel*. The Mezzanine floor is 40x38 feet—given up to business and office use. The Basement is 45x130 feet given over to Packing and Reserve Stock Rooms—polishing department and general store use.

In front of the store is the *Big Street Clock*. The *Standard time keeper*—known and depended upon by all Los Angeles for its *true and correct time*. Above our store on the corner is the flashing *Big Electric Sign: "Union Oil Building."*

Right there—under the shadow of these two outstanding signs you will find us.

Dear Friends may we not have the pleasure of making your acquaintance right now—or in the near future and You—our friends that, are to be—someday—you are now back east—You are coming to Los Angeles—will you remember our name—and our location, and when you come to Los Angeles look out for the old landmarks. We would like to make your acquaintance—call on us—we promise you an old fashioned—cordial greeting—we have Red blood in our veins—and the desire to make all newcomers—to Los Angeles permanent, successful and Happy Settlers.

MONTGOMERY BROS.

Los Angeles' Oldest Jewelry Store -:- -:- -:- -:- *Established in 1881*

Union Oil Building, Corner of Seventh and Hope Streets
Los Angeles, California

Madam Boston

had got so used to crooked streets she couldn't live contentedly on a straight one. By watching TIMES rental want-ads she found a flat that suited her and lived happily ever afterwards.

At the Birth of the New Year

we take pleasure in announcing the birth of

A New and Better Water Heater

Here is a water heater which is new—which is different—which embodies the latest developments in water heater construction—and which at the same time is backed by twenty-four years of experience in the water heater business:

BEACON
Automatic Storage
GAS WATER HEATER
"With the Enduring Heart of Brass"

The unique and most important of the many superior features of the Beacon Gas Water Heater is the heating element—which is made of HIGH GRADE BRASS. Everybody knows that brass is best for plumbing—particularly when it comes in contact with hot water. Since brass does not rust or corrode it keeps the water clean and endures indefinitely. The brass heating element of the Beacon Water Heater has six times the heat conductivity of iron. Hence it heats the water quicker with less gas.

The Beacon has many other advantageous features. It maintains the water pressure so that the hot water moves as rapidly as the cold water. It has a burner which cannot backfire and a patented device which prevents down drafts and extinguishing of the pilot light.

There are four different styles, from the luxurious, Model "A" with its handsome white enamelled insulating jacket, to the inexpensive Model "D." A complete range of sizes, suitable for every purpose.

For price list and complete information regarding this water heater, phone 873-841, or fill out and mail the coupon.

BEACON LIGHT COMPANY
Everything Gas and Electric
716 South Hill St.
Phone—873-841

PLUMBERS AND DEALERS:
Write or phone for our attractive proposition.

Beacon Light Co.,
716 S. Hill St., Los Angeles.
Gentlemen: Please send me prices and full information regarding the Beacon Gas Water Heaters.

Name .....
Address .....
City .....

Opposite Westlake Park

SWITZER'S
Westlake Square—229 West Seventh St.

Ample Space for Motor Parking

First January Clearance

Sale

Suits Coats Dresses

20% to 50% off

This, our first Sale, has already established Switzer's as the shop that offers the most attractive values. Think of the opportunity—a shop only two months old, with only the newest apparel reducing its low prices from 20% to 50%.

Suits;

Many model suits in a wide variety of materials at reductions from a third to half.

Coats;

Dress Coats with and without fur also Fur Trimmed Sports and Semi-Sports Coats—priced $69.50 to $295, reduced now 20% to 50%.

Evening Dresses;

Smart gowns including a number of French Imports, originally priced $49.75 to $195, reduced 20% to 50%.

Afternoon Dresses;

Becoming creations of Velvet, Crepe, Duvelitte, Velva-Velva and Satin in Black and Brown, formerly priced $49.50 to $135, now on sale at 20% to 50% less.

Street Dresses;

Practical and unusual styles in Charmeen, Poiret Twill and other materials originally priced $49.50 to $135, now reduced 20% to 50%.

EVERY REDUCTION BONA FIDE

"I didn't know it was so much fun!"

—The universal comment of the amateur gardener once he gets started. All home gardeners are bound together in a big happy family through the FARM AND TRACTOR MAGAZINE of the LOS ANGELES SUNDAY TIMES.

Of Interest to Women.

SOCIETY

BY CORA YOUNG

Last night the new year was ushered in with many brilliant parties, some at the large and beautiful private homes for which Los Angeles is so famous, others at country clubs and hotels.

The Biltmore Hotel celebrated with a supper-dance, so large that many of the private rooms were opened for dining and dancing, and there were numerous unusual and delightful features of entertainment throughout the evening.

At the Ambassador Hotel the arrival of the new year was greeted with a gorgeous electrical display. Much novel entertainment accompanied the supper and dancing and the celebration closed with the serving of a sumptuous breakfast at 2 a.m.

Another large affair was the naval ball at the Huntington in honor of Secretary of the Navy Denby and his staff. The junior bachelors entertained with a glorious supper-dance at Beverly Hills Hotel, the Midwick Country Club was the scene of one of the very large and gay parties of the evening. Other large and smart New Year's Eve gatherings were staged at the Maryland, the Vista del Arroyo, the Virginia in Long Beach, and at the Los Angeles Country Club.

Holiday Party

One of the prettiest parties of the holiday season was given for the younger set by Dr. and Mrs. M. B. Ketchum of Glendale, at the "Egyptian Village," in honor of their grand-daughter, Miss Olive Eugenia Mapes.

The table appointments were gay and the place cards were little debutantes peeping out of poinsettia blossoms. Following the delightful dinner the guests danced until midnight.

Beside Dr. and Mrs. Ketchum and Miss Mapes there were present the Misses Betty Huestis, Mary Baxter, Jane Nichols, Dorothea Becker, Bernedette Becker, Edith Thompson, and Messrs. Dugald Blue, Frank Thompson, Donald Whittaker, Harry Chasse, Jack Winger, Shirley Preston, and Cadet Cecil Pereira, all of Glendale. Other guests included Misses Jane Barrows, Mona Lasley and Messrs. Leo Greenwald and Creighton Chaney.

Keeping Tradition

Yosemite Valley celebrated the holidays in tradition fashion and the merry-making was enjoyed by one of the largest and most representative groups of guests ever entertained by the historic Sentinel Hotel. Congenial parties of friends from Los Angeles, San Francisco and many cities of the San Joaquin Valley, together with a scattering of visitors from the East and foreign countries, participated in the winter sports, and the dances which marked the holiday season. As the moon reached the full just before Christmas, skating was enjoyed in the evenings with great bonfires burning on the banks. Snow sports were enjoyed on Tamarack Flat, including snowshoe and ski races in which guests were entered, and a game of snowshoe baseball which was as diverting to spectators as to the players.

Told at Dancing Party

At a charming dancing party at the home of Mr. and Mrs. Frank C. Winter, the betrothal of Miss Gertrude Lucille Miller to Mr. Charles Earl Linwood, was announced. Miss Miller is the daughter of Dr. and Mrs. Robert Warren Miller of West Adams street. She is a graduate of Stanford University and a member of Sigma Kappa Sorority.

Mr. Linwood is the son of Mr. and Mrs. Charles Albert Linwood of San Francisco. Mr. Linwood received his degree at Stanford and is a Delta Chi.

The wedding will take place early next summer.

Supper Dance

Mr. and Mrs. Walter V. Pomeroy with a group of friends enjoyed the supper dance at the Biltmore Hotel last night. The group included Messrs. and Mmes. William J. Pearson, Ira J. Marshall, Mason Case, E. Keisler and Mr. J. Forman.

Mr. and Mrs. Pomeroy entertained with a family dinner party on Christmas Day at their home on South Berendo street, fifteen relatives gathering about the handsomely appointed table. Mrs. Pomeroy has been giving a series of luncheon parties and will continue that form of entertainment until Lent.

Diplomat Here

Arriving just in time for the New Year, James G. Bailey and Mrs. Bailey from Norway are here for a few weeks. They are the guests of their brother and family, Mr. and Mrs. A. Meyer, 327 Lorraine Boulevard, and their sister and family, Dr. and Mrs. Henry Lissner, who are living at the Darby until they said for Europe next month.

From the East

Mr. Carl Tremaine of Cleveland, is spending the holidays here with his mother, Mrs. A. M. Tremaine. They motored to Coronado to celebrate New Years with friends at the Hotel del Coronado.

Dinner and Dancing

Mrs. Laurence Sevier entertained twelve guests with a charming dinner party in honor of her daughter, Miss Virginia. The dinner preceded the fortnightly dance and the guests included the Misses Suzanne Stephen, Phyllis Kemp, Rowena Thom, Virginia Llewellyn and Dorothy Llewellyn and Messrs. Charlton Dukes, Marshall Sewall, Ozra Childs, Gettchell Dorr, Vernon Sheblack and Fred Ripley.

On Thursday

Numerous delightful luncheon parties are being arranged to take place on Thursday at the Assistance League DeLongpre avenue and St. Andrews Place in Hollywood. Mme. Aline Burrett Greenwood is to be the guest of honor and will entertain in her interesting way. Her appearance at the Assistance League will follow her morning recital at the Ambassador.

Avoid Rust

Paint the nails with white enamel that are used for hanging kitchen towels and the tapes will not become discolored with rust.

Make It Attractive

If you are interested in keeping your kitchen attractive and up to the minute, your help is more likely to be satisfied and take pride in their work.

Do you, too, want the best?

It's a pretty safe rule to follow the Navy experts in buying butter. Isn't there a quality guarantee for you in the fact that more *Golden State* Butter has been served on Uncle Sam's ships during the past 7 years than any other eastern or western brand?

Golden State
THE HIGH SCORE
BUTTER

With all good wishes for a Happy and Bounteous New Year.

Wetherby-Kayser Shoe Company
LOS ANGELES · PASADENA · HOLLYWOOD

WE CELEBRATE IN 1924 OUR FORTIETH BIRTHWAY

BREAK GROUND FOR NEW CLUBHOUSE

Women's Athletic Club Building Given Start

Scene at Ceremony

MRS ROBERT J. BURDETTE, president of the Women's Athletic Club, yesterday turned the first shovelful of earth to break ground for the magnificent new clubhouse which is to be erected immediately on the west side of Flower street between Eighth and Ninth streets. Members of the board were present and a number of friends and members. When the structure is completed the property will be valued at $1,500,000. Mrs. Frank A. Gibson made a brief address as did Mrs. Burdette.

Left to right those in the picture are Miss Frances Holmes, Miss Huston B. Hoabyshell, Miss Grace Stoermer, Mrs. Herbert A. Cable, Miss Caroline Kellogg, Mrs. Kellogg, Mrs. Frank A. Gibson, Mrs. Robert J. Burdette (president, in center.) Mrs. Homer J. Laughlin, Jr., Mrs. Roy Jones, Mrs. Willis G. Hunt; (back) Mrs. Florence Wolfstein, Mrs. Michael Creamer, Miss Gertrude Brainard and Miss Florence Shindler.

HOUSEHOLD SUGGESTIONS

Just However You Like It

If you wish a tender crust on bread, rub the warm loaf with butter, but if you prefer a crisp crust, rub the warm loaf with beaten white of egg.

About Umbrellas

Never open an umbrella to dry it, as the stick is likely to stiffen and crack. Dry it shut up, with the handle down. If the handle is up the water will collect in the bottom of the umbrella and rot the silk.

Good Advice, But Hard

Never eat between meals.
Never eat when greatly excited.
Never eat things you know disagree with you.
Never eat before retiring and expect to have a good night.
Food should be eaten regularly at specified times in order to encourage proper digestion.

More Appetizing, Too

Hamburg steak will retain more juice if broiled in one large flattened cake than when fried in smaller cakes.

Your New Shoes

Before wearing your new shoes, put them in a warm place for a few minutes. It will make the leather more pliable.

Breakfast

Baked Apple
Poached Eggs on Toast
Muffins Jam
Milk Coffee

Luncheon

Chicago Club Sandwich
Fruit Salad
Honey Gingerbread
Milk Tea

Dinner

Puree of Navy Beans
Stuffed Mangoes
Boiled Beef, Horseradish Sauce
Creamed Celery Boiled Potatoes
Endive Salad
Peach Melba
Milk Coffee

MUFFINS

Sift three cups of sifted flour with six level teaspoons of baking powder, one level teaspoon of salt, and two tablespoons of sugar; beat to a smooth batter with one and a half cups of milk, one beaten egg, and two tablespoons of melted butter. Place in well-buttered muffin pans and bake in a hot oven twenty minutes.

CHICAGO CLUB SANDWICH

Remove the crusts from half slices of toast and cut the slices in triangle shapes. Cover a slice of toast with a crisp dry lettuce leaf, spread the lettuce with tartar sauce, cover with a thin slice of broiled baked ham, cover ham with a lettuce leaf, spread over tartar sauce, and cover with a slice of toast, and cover with slices of cucumber marinated in French dressing.

SAUCE TARTARE

Mix in a cold bowl half a teaspoon of dry mustard, half a teaspoon of salt, one tablespoon of powdered sugar, and a few grains of cayenne pepper; add the yolks of two eggs and mix smooth; add a few drops at a time, as in making mayonnaise, half a cup of olive oil and as the mixture thickens add a little mild vinegar, using in all one and a half tablespoons. Keep in a cool place until ready to serve, then add half a teaspoon each of finely chopped small pickles, olives and parsley.

HONEY GINGERBREAD

Blend well one tablespoon of melted butter and one cup of honey. Beat the yolk of one egg with half a cup of buttermilk and three-quarters of a teaspoon of soda; combine mixture and beat into the two cups of sifted flour, sifted with half a teaspoon of cinnamon, one teaspoon of ginger, and half a teaspoon of mace; mix well, add the stiffly beaten white of one egg and bake a nice brown in a layer-cake tin.

PUREE OF NAVY BEANS

Soak one cup of navy beans overnight; drain, place in a saucepan with six cups of ham stock, bring to a boil, reduce the heat and simmer until the beans are soft; rub all through a sieve, reheat, season with paprika and mace and serve with croutons.

HORSERADISH SAUCE

Place in a saute pan two tablespoons of butter and four tablespoons of finely chopped onion; fry until the onion is brown; add two tablespoons of sifted flour, blend well, add four tablespoons of grated horseradish and gradually stir in one cup of the stock from the boiled beef; stir until smooth and add two tablespoons of vinegar, one quarter of teaspoon of ground cloves, one tablespoon of sugar, and a seasoning of salt and cayenne pepper.

PEACH MELBA

Just before serving pile vanilla ice cream in individual ice cream dishes, on the ice cream lay, round side up, a perfect half of a preserved peach; cover the peach with chilled raspberry jelly beaten with a few drops of orange juice and cover all with chilled raspberry preserves; sprinkle over finely chopped toasted almonds and serve.

Daily Fashion Hints From VOGUE

The Three-Quarter Flaring Coat

Badger is undoubtedly the favorite among long-haired trimming furs at the moment, and the strange thing is that one sees it equally at home with velvet or the sport fabrics. In this case, however, it chose black velvdyne, because utility happened to be the chief consideration.

The three-quarter coat with the slight flare is not only smart, but very wearable for the woman who has resented the exceedingly slim lines of the present mode. The wrap-around skirt (7311), is as good as ever. And a long costume blouse added to both turns the ensemble into a three-piece [illegible]

[Copyright, 1923, by Vogue Pub.]

THIRTY DAYS EXTRA GIVEN TUNNEL JOB

At End of Period Builder of Second-Street Tube to Sign Penalty Proviso

The Board of Public Works yesterday granted Contractor James A. Hill, who is building the Second street tunnel, a thirty-day time extension for the completion of the tube, as under the present contract the time limit expires today.

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Contractor Hill has offered to file with the city a $50,000 bond that he will complete the tunnel and turn it over to the city not later than June 30.

STANDINGS IN DEPUTY ATTORNEY TEST GIVEN

In the list of the examination for senior deputy district attorney, announced yesterday by the Civil Service Commission, Frederick W. Shelley, a practicing attorney, and formerly in the District Attorney's office, stood first, followed by Samuel R. Blake, David H. Clark, Edgar T. Fee. Mr. Shelley, county, recently [illegible] Clark and Mr. Fee are at present acting deputy district attorneys.

TUESDAY MORN

BULLETIN SE
CLUB GREET

Wa Wan Leads Wi
Year Verse by Br

Extensive Programs
for January W

Many Artists Chosen
Considerable Fa

BY MYRA NY

With the New Year's
Robert Bridges heading
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10 a.m.

With a recital by the
Conservatory Faculty, th
anticipating with plea
23rd inst. meeting. Dona
prano is the assisting ar

Mother of Officer Wri

Mary V. McCandless,
and charming mother o
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ten a song, "Flag of Am
is dedicated to the Amer
gion Auxiliary, Max Mi
No. 25.

Mrs. McCandless has
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work since the war and
ing of this song today a
in Pasadena she regards
of that constructive wo

"Flag of America! Fla
free,
This emblem each day
liberty,
Each stripe and each
honor with pride
As it floats afar for
guide,
O'er ocean and land the
colors unfold.
All extend a glad han
is told."

Mrs. McCandless has
who are officers in the

Mrs. Lineman Made M

At yesterday's meetin
Ebell Club, Mrs. Mab
Lineman was made an
member of the club beca
legislative work through
State. Mrs. Lineman,
lawyer here, is district
of legislation, and wa
mental in getting the
property law.

The main portion of
program was devoted to
ing musicale with Calm
Viski and Brahm Van
as the artists. Mr. Lubo
violinist of note and is
of the Philharmonic
and Mr. Van Den Berg
cert pianist who has pla
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charmingly rendered.

To Speak On Dre

"The Psychology of D
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Avenue Twenty-eight
street, tomorrow at 2 p

Miss Ruth H. Sheldon
will contribute a group
The luncheon hostess wi
John H. Hokom and the
meeting at 11 p.m. wil
members only.

Sierra Madre Woman'

A particularly delight
Year's Eve function was
last night given by the S
dre Woman's Club. T
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Mah Jongg, bridge, five
with supper at midnight
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In view of the fact th
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year are studying the r
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their influences this ta
ticipated with eager in
the foothill town.

Miss Freida Pycke, w
favorite with the club, wi
program of the afterno
ning at 3:30.

Hollenbeck Club

Mrs. J. F. McCormick,
of the Hollenbeck Heig
Club, announces a very
ing and instructive pro
the first meeting of the
1924, which is to take
morrow at the Hollenbe
Library, First and Chica

The day's program is a
Chorus rehearsals at
luncheon at noon with
gusta Summerill and M
Dench, demonstrators, s
meal. Current events
1:30. Dr. Ruth Sanders
W.C.T.U. will speay on
of the Body." Mrs. Adelin
will sing.

Club Meeting Fr

Elysian Heights Wom
will have its next meeti
home of Mrs. Catherine
2207 Echo Park avenu
o'clock Friday afternoon
inst.

[illegible] members [illegible] p
speaker.

For Colds, Grip or In
QUINTINE Tablets. They
E. W. Grove. 25c.

Health Fashions

W CLUBHOUSE

ng Given Start

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each of finely chopped small pickles, olives and parsley.

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Home Hints Entertainment

Of Interest to Women

Shop News Timely Topics

BULLETIN SENDS CLUB GREETINGS

Wa Wan Leads With New Year Verse by Bridges

Extensive Programs Planned for January Work

Many Artists Chosen Are of Considerable Fame

BY MYRA NYE

[illegible] good cheer throughout the year, [illegible] live up the heartiness burning; [illegible] year at evening's close [illegible] hearted, you are homeward turning, [illegible] cozy, a roaring book [illegible] and friends in Mem'ry's castle. —[Robert Bridges.

With the New Year's verse of Robert Bridges heading the January bulletin, the Wa Wan Club sends out greetings for the year to come. Its members today are not looking down the annals of the past regretfully but are full of anticipation not only for the active year but for its January guests.

On Wednesday, the 9th inst., Dr. Frank Nagel is to have charge of the program, as it is to be resident composers' day. The program is to be given by Sol Cohen and Hallette Gilberte. The afternoon meeting will be preceded by a business session at 10 a.m.

With a recital by the Zoellner Conservatory Faculty, the club is anticipating with pleasure the third inst. meeting. Dona Ghry, soprano is the assisting artist.

Mother of Officer Writes Song

Mary V. McCandless, the dear and charming mother of Lieutenant-Commander Byron McCandless, who has charge of the football activities today in the Rose Bowl in so far as they pertain to the naval team from Annapolis, has written a song, "Flag of America." It is dedicated to the American Legion Auxiliary, Max Miller Post, No. 25.

Mrs. McCandless has been constantly engaged in Americanization work since the war and the singing of this song today at the game in Pasadena she regards as a part of that constructive work.

Flag of America! Flag of the free,
This emblem each day waves for liberty,
Each stripe and each star we honor with pride
As it floats afar for liberty's guide,
For ocean and land the message is told
All extend a glad hand as the colors unfold.

Mrs. McCandless has three sons who are officers in the Navy.

Mrs. Lineman Made Member

At yesterday's meeting of the Bell Club, Mrs. Mab Copeland Lineman was made an honorary member of the club because of her legislative work throughout the state. Mrs. Lineman, who is a lawyer here, is district chairman of legislation, and was instrumental in getting the community property law.

The main portion of the club program was devoted to a charming musicale with Calmon Luboviski and Brahm Van Den Berg as the artists. Mr. Luboviski is a violinist of note and is a member of the Philharmonic Orchestra, and Mr. Van Den Berg is a concert pianist who has played with many of the famous orchestras of this country and Europe. Their selections were beautifully and charmingly rendered.

To Speak On Dress

"The Psychology of Dress" will be the subject of Mrs. Valerie Watsons, speaking before the Wednesday Morning Club in the clubhouse, Avenue Twenty-eight at Sichel street, tomorrow at 2 p.m. Miss Ruth H. Sheldon, soprano, will contribute a group of songs. The luncheon hostess will be Mrs. John H. Hokom and the business meeting at 11 p.m. will be for members only.

Sierra Madre Woman's Club

A particularly delightful New Year's Eve function was the dance last night given by the Sierra Madre Woman's Club. There were more than 200 in attendance, members and friends of the club. Mah jongg, bridge, five hundred, with supper at midnight, engaged the attention of the guests in addition to the dancing.

Wednesday the luncheon speaker will be Mr. Frederick Palmer with the subject: "Suggestions and Information about Motion Pictures." In view of the fact that Sierra Madre is soon to have a motion-picture palace and because women's clubs everywhere in this new year are studying the relation of club work to motion pictures and their influences this talk is anticipated with eager interest in the foothill town.

Miss Freida Pycke, who is a favorite with the club, will give the program of the afternoon beginning at 2:30.

Hollenbeck Club

Mrs. J. F. McCormick, president of the Hollenbeck Heights Ebell Club, announces a very interesting and instructive program for the first meeting of the club for 1924, which is to take place tomorrow at the Hollenbeck Branch Library, First and Chicago streets.

The day's program is as follows: Chorus rehearsals at 11:30 and luncheon at noon with Miss Augusta Summerill and Miss Mabel Dench, demonstrators, serving the meal. Current events begin at 1:30. Dr. Ruth Sanderson of the W.C.T.U. will speak on "The Care of the Body." Mrs. Adeline Vaughn will sing.

Club Meeting Friday

Elysian Heights Woman's Club will have its next meeting at the home of Mrs. Catherine Tremayne, 2207 Echo Park avenue, at 2 o'clock Friday afternoon, the 4th inst. [illegible] members will [illegible] place of a speaker.

For Colds, Grip or Influenza

As a Preventive, take Laxative BROMO QUININE Tablets. The box bears the signature of E. W. Grove. 30c.

THE NEW

IN STORES AND HOMES

NOVELTIES, IDEAS AND PRACTICAL SUGGESTIONS

By Olive Gray

New Year's Resolutions:

To put the Golden Rule into practice and to include oneself among the objects.

Perpetual self-abasement is injustice, either begetting selfishness in others, or cultivating smugness in oneself.

To condescend to no one, to cringe to no one, but to foster self-reliance and independence, the main qualities which make for progress of the human soul.

To criticise oneself scathingly, searchingly, more effectively than one's worst enemy could do and above all things to weed out self-sympathy, that menial drug, which jellifies character.

All-Around Resolving

Could one confer upon one's friends and associates the New Year's resolutions that one would have them possess, just as we Christmas-tree them with objects which we like, the list might run somewhat like this: For mother, not to raise wrinkles over the dust upon the furniture, the creases in the rugs, the fact that Bobbie scatters his cap around, or that Agnes persists in glancing at the fascinating love story, while wiping the dishes. For father, not to relate to the family, during dinner, every detail of the film play he saw last night, even though it may be quite convincing, as to his whereabouts from 7 o'clock to 12, on the previous evening. For Bobbie: Not to unnecessarily elongate the cowboy period of his young life, since high-heeled boots wear out the oriental rugs and it becomes tiresome explaining that brother is not Tom Mix in his teens. For Agnes: Not to outcupid the god of love in lip-sticking her mouth, since peaking the lips until they almost touch the nose is not first aid to beauty, nor does it intrigue anyone to the belief that she is the incipient screen star not yet announced. For grandmother: Not to wear so much jewelry, skirts so short, nor hats so becoming, since it is mortifying for her daughter to explain their relationship. Grannies should sit in corners and knit, instead of occupying the center of the scene and carrying vanities just like girls! For friend Ruth: To look a little less innocent when she remarks before mutual friends that she NEVER saw us in a hat so becoming, and that our complexion really looks quite fine and so natural TODAY! Giving a still further twist to the tail of her "compliment" by asking us who accompanied us when we chose the chapeau. For lover: To make it a trifle less obvious that every woman he ever saw endeavored to ensnare him, since even though we appreciate the subtlety of the compliment, it looks somewhat like those big red signs on lots and merchandise articles reading "SOLD"—(just to make others sorry they were too late.) For—oh, nearly everyone with whom we come in contact—resolving them into something different than they are! For ourselves? Oh, well, let our friends and relatives get busy resoluting us. That is up to them.

* * *

New Year Generalizations

At home; to keep our personal belongings in place and in order, at the same time keeping our personal troubles and worries in place, also, and that place in our own minds, if anywhere. Downtown; to refrain from jostling people in the street cars or upon the streets and to be as courteous to salespeople who are giving us the best they have in attention, as we would be to those whom we meet socially.

To study courtesy in all its phases and for application in every action of life; since courtesy is at least a simulation of the Golden Rule and when courtesy becomes a habit, is indistinguishable from it.

To commend and to condemn, wherever either is honestly called for.

* * *

Specifically

To feel privileged to break any or all New Year's resolutions, however and whenever one pleases so to do; and to be broad-minded enough to allow others the same latitude.

* * *

Christmas-New Year Resolve

To next year not endeavor to fool oneself into the belief that one will "do nothing for Christmas," only to be obliged to scurry around the last week, driving everyone crazy with our hurry and our indecision.

* * *

Clothes Resolutions

To dress as well as our income will permit, since proper attire tends to raise one's self-respect and to increase one's effectiveness, socially and in business.

* * *

In Home Furnishing

To take pains to keep the home as modern and as convenient as our means and the requirements of civilization call for. One is judged by and also one is apt to be as up-to-date as one's surroundings. In fact, the home is which one resides is on the order of personal habiliments, and should be an outward expression of character. Like the handwriting, or the physiognomy, character is likely to betray itself by these, whether we know it or not.

ELECTION DEFERRED

Due to the illness of President W. H. Holland yesterday the Los Angeles County Employees Association deferred its business meeting and annual election of officers until noon on the 16th inst., in the Broadway Christian Church, opposite the Courthouse.

Diet and Health

By Lulu Hunt Peters, M.D.

HAPPY NEW YEAR! WE'RE GOING TO REDUCE!

Happy New Year! You have made your resolutions for this year? I know one thing that three-fourths of you have resolved to do—for there lives no man with soul so dead who does not resolve when th' old year's fled, to begin to diet. Am I right?

On Christmas Day I made a plea to you to start to reduce and to send the money which you would save for three days to the Near East Relief to help them in their life-saving work with the orphans. I will wager that most of you resolved to do that, but postponed it until the New Year. Isn't it true? All right—it is hard to diet through the holidays, I know, so I'll forgive you. Now, however, there is no excuse for you.

Realizing that I can do a great deal more in the promotion of health by carrying on a campaign for normal weight than I can in any other way, I am going to start another reducing campaign. There are a great many new readers who did not get our first instructions and there are more than a few backsliders, I fear. These are the ones we want to reach. The alumni who have stayed reduced, can stand on the side lines and cheer us on. They will be interested in this, too, for once having belonged to the F.F.F. (friendly fat fraternity) one never loses interest in the great game.

Now, there is only one way to reduce without injury to the health, and that is through control of the diet, and exercise. Do not pin your faith to ointments or baths or pills. The ointments and baths are valueless without diet, and the reducing pills are exceedingly dangerous and will bring on a condition worse than the overweight.

You will need all the aid you can get to strengthen your will, for your will is as flabby as weak jello. I know it—it is embarrassing to me to let you know how much I do know about weak will power!—so I want you to sign the following pledge and send it to me in care of this paper. We will not use your name in any way. The fact that you have sent in this pledge will help you more than you dream. There is no catch in this. We have nothing to sell, no private system to exploit, no drugs to be used.

Tomorrow begin to shrink your stomach. (The inside one I'm referring to.) Those of you who are tall may have 800 calories during the day, and those of you who are short may have about 600. I recommend especially one quart of skim or buttermilk and twelve large dates. That will average 620 calories. The milk will give a good supply of complete protein and lime and the dates will supply iron, which milk is deficient in. Eat make four meals of that total amount during the day, taking one glass of milk and three dates at a meal.

Because this will not furnish sufficient bulk, you had better take one-half cup of cereal bran which you can count about thirty-five to fifty calories. That will furnish more minerals and vitamins. If you do not like bran, take three or four tablespoonfuls of agar. You can take the bran or agar in one of the glasses of milk, making a cereal of it. Pour hot water over the agar first. It really is quite palatable. It is a Japanese seaweed, no part of which is absorbed, so it won't register in calories. You will get this at the drug stores.

If you prefer, you may have some other fruit, or any of the following, if you chew them until they are liquids—they are all approximately 100 calories each: One large apple, one large orange, one medium banana, one-half large grapefruit, small bunch of grapes, four medium-sized prunes or plums, two medium figs, one quart of clear consomme (no fat,) one large sized slice of bread one-half inch thick, one shredded wheat biscuit or two triscuits, four ordinary crackers. I will continue directing you tomorrow. Now sign your pledge:

THE PLEDGE

Whereas:
I am overweight and realize that by reducing I can improve my health, efficiency and happiness, and
Whereas:
I am one of the units of a great public, and realize that the improvement of the health of its units means the improvement of the health of this great public, and
Whereas:
I realize my responsibility in the improvement of the public health, and
Whereas:
I desire to join your Watch-Your-Weight Class, I promise I shall follow your directions in so far as is within my power. I shall play the game and do my part. I shall not cheat nor squeal. I PROMISE.
[Signed] .....

Tomorrow, The Shrinking Stomach.

[My Dear Fellows:: When sending for material which we offer you, please remember to enclose a stamped envelope bearing your full name and address. The pamphlet on reducing and gaining is the only one for which you must enclose four cents in stamps extra. Address your letters to me in care of this paper. Make them as brief as possible, not over 200 words, and type or write them legibly with ink. Please sign your name as evidences of good faith—we will not use it in any way. Remember it is impossible for me to diagnose, for you or to answer your personally. I appreciate very much the beautiful letters you send me and regret it is impossible to give you individual advice. The questions you ask will be answered in the column as soon as possible, if they are of general interest. Don't forget the s. a. s. e. if you expect me to send you the information I have offered.]

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Settlement in Assault Case Out of Court

Settlement out of court of the Georgia June Dunn damage suit against George J. Cleveland, Santa Monica Bay theater magnate, was made at noon yesterday. The plaintiff was the girl's mother, Mrs. Lillian S. Dunn of Venice, who asked $150,000 on the charge that her daughter had been assaulted by Cleveland.

John G. Harrah, counsel for the defendant, admitted yesterday that a settlement out of court had been reached, but refused to name the sum. According to reliable information the case was settled for $5000.

Georgia June Dunn, 15 years of age, was an usher in one of Cleveland's beach theaters. The attack is asserted to have occurred on April 19, 1922, the complaint charging that the girl was held in Cleveland's office in the Neptune Theater Building, Venice, until 6 a.m. the following day. Attorney Frank A. McDonald represented the complaint. The case was scheduled to come to trial tomorrow before Judge Monroe in the Superior Court.

HOMICIDE DEPUTIES

William Bright Elected to Head Squad in Sheriff's Office

Deputy Sheriff William Bright yesterday was named head of the homicide squad of the Sheriff's office, by election of members of the Squad in Sheriff Traeger's office. A conference followed at which plans were proposed to centralize the efforts of deputies and agents of the District Attorney's office in trailing murderers.

The other members of the squad are Deputies Modie, Hunter, Sweesy, Allen, Stensland, Weir, Catlin and Sepulveda.

2 pairs silk hosiery FREE

NOTE THE QUALITY FEATURES IN THESE STOCKINGS

1. — Wide elastic lisle top for fastening supporter.
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3.—Seam up the back that will not creep or rip.
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5, 6 and 7.—Four-ply lisle heel and toe, and double silk sole.
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With every double order of hosiery purchased during our SPECIAL JANUARY SALE, we will give 2 pairs of genuine silk stockings.

Or 3 Pairs Men's Silk Sox FREE!

A remarkable offer—even more remarkable when you consider the exceptionally low prices on our genuine silk hosiery:

5 pairs silk stockings $5.50.
—(with double order) 12 pairs for $11.

6 pairs men's silk sox $5.50.
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You can get the 2 pairs of free stockings with a double order of sox, or the 3 pairs of sox with a double order of stockings, whichever you choose. Any size or color you desire, or assorted colors if preferred.

Call at 408 Stack Building (formerly Mason) 4th and Broadway—or phone 823-357. Courteous salesmen will show you samples at any time. They will call at your home in the evening if more convenient.

Mail orders given prompt attention.

American Silk Mills
408 Stack Bldg.—4th and Broadway—Los Angeles

On the famous Third Floor

A SALE of Boys' Knicker and High School *Suits and Overcoats*

OUR entire stock of boys' clothing has been placed on sale at sharp reductions. You'll be delighted at the unusual values they represent. Every suit and overcoat bears the label of either Hart Schaffner & Marx or of Silverwoods. These are your guarantee of satisfactory wear, good style, honest value.

Boys' Store Third Floor

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INCORPORATED
BROADWAY AT SIXTH
LOS ANGELES
LONG BEACH: 124 PINE AVENUE

D5

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Honest Advice — Prompt Attention

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Aluminum plate, most sanitary—
Special $12.50 to $25.00

You should wear an aluminum plate; it is much thinner and lighter than a rubber plate and does not heat the tissues, causing a burning sensation and sometimes a catarrhal condition and sore mouth. Eat with comfort.

The Last Word in Artificial Dentures

Take advantage of this exceptional offer. It won't last long. Don't fail to see this Natural Restoration.

S. S. White Natural Forms.

Our Special Price $16.50

THE BEST FOR LESS MONEY

Porcelain and Gold Crowns; Bridges Work 12-YEAR GUARANTEE $5

Painless Extraction GUARANTEED

MY X-RAY SERVICE Determines the condition of your teeth—without guesswork.

$20 Trubyte Teeth $12.50

$15 Plates Silver Fillings $10 up

$10 Plates $7

Gas Given $3

My practice is limited to strictly high-class dentistry at moderate fees and to people who appreciate the best at reasonable prices.

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Get Two Trial Boxes

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Pay your druggist $1.20 for two boxes of PAZO OINTMENT. When you have used the two boxes, if you are not satisfied with the results obtained, we will send $1.20 to your druggist and request him to hand it to you.

We prefer to handle this through the druggist because his customers are usually his friends and will be honest with him.

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4 Piers Ave., Long Beach
121 W. Main Street, Alhambra
1342 Burton Way, Beverly Hills
144 Pier Ave., Ocean Park
41 Pier Ave., Hermosa Beach
Glendale, Phone 1800

DIES AS AUTO OVERTURNS

Taft Oil Man Instantly Killed When Car Skids on Wet Highway; Wife is Injured

TAFT, Dec. 31.—L. P. Guiberson, superintendent of the Indian-Colonial Oil Company for the past twelve years and one of the best-known oil men in the county, was killed instantly last night when his touring car turned over on the Fellows-McKittrick Highway.

Guiberson, with his wife, was driving toward Taft and had reached a point about six miles from Taft when his car skidded on the wet pavement, it is thought, and turned over.

PINNED UNDER CAR

Guiberson was pinned beneath the heavy car, his chest crushed. He was picked up by passing motorists and hurried to the West Side Hospital in Taft, but he was dead. Mrs. Guiberson received but slight injuries and was given treatment at the hospital before being taken to her home.

Guiberson came to Taft twelve years ago from Coalinga where he was identified with the oil interests of that community. He took the position of superintendent of the Indian-Colonial Company's properties here at that time and headed much of the development work on the lease. During the World War Guiberson participated very actively in Red Cross work and the liberty loan drives and gave a large part of his time to relief work.

LEAVES FAMILY

Guiberson leaves his widow and two daughters, Mrs. James Walker and Miss Bernice Guiberson, all well known in society circles throughout the county. He was a brother of George Guiberson, a prominent oil operator of the State who recently spoke before American Petroleum Institute convention at St. Louis, Mo.

The remains are at the Taft Undertaking Parlors, pending arrangements for the funeral.

HUMANE ANIMAL COMMISSION BUSY

A steady increase in the activities of the Humane Animal Commission of Los Angeles is shown in the annual report of the organization issued yesterday. In the year just passed the commission investigated 1682 cases in which large animals were involved. It examined 8921 large animals and suspended 347 from labor.

It also destroyed 244 large animals, issued 230 warnings and reprimands, caused twenty-seven arrests, resulting in twenty-six convictions and answered one ambulance call.

The pound work of the commission showed a corresponding increase. During the year the organization licensed 24,919 dogs, impounded 2857, destroyed 2046 and returned 811 to their owners. It also destroyed 1736 cats and impounded 462 head of stock.

A net gain to the city of $38,-809.13 is shown in the report, receipts for the year being $63,816.-10 and disbursements being $25,-107.17.

STATE CAN'T ACT IN RAIL DEATH CASE

Ruling Affects Accidents Where Interstate Trade is Being Handled

A railroad car inspector, meeting with a casuality while employed in a railroad yard where interstate traffic is handled, is out of the jurisdiction of the State Industrial Accident Commission, according to a decision handed down by the State Supreme Court. The case is that of Ray E. Burton, who was shot and killed in San Bernardino in June, 1922. The perpetrators have never been identified.

Industrial Accident Commissioner Carrigan, commenting on the decision, stated that while he had no desire to question the law or its interpretation, it would place approximately 100,000 railroad employees in a position where industrial accident compensation might be made extremely difficult if not impossible to get. This consequence, he added, will be a matter of deep regret to the department.

Citing an analagous case, Mr. Carrigan told of a visit he had just had from the widow of a longshoreman who had been killed while at work on a moored vessel. The State Supreme Court recently has ruled that an accident on a wharf is within the jurisdiction of the State while a similar one on a vessel moored to the wharf falls under the Federal Admiralty Law.

The case of the longshoreman has been appealed to the United States Supreme Court, but it is feared that there is little hope of relief in appealing the case of the railroad employee. His case, according to Mr. Carrigan, falls under the Federal Employers' Liability Act, which is understood to require evidence of negligence by the employer with none of contributory negligence by the employee.

Questioned as to possible measures of relief in these occupations, Mr. Carrigan replied that he knew of none at present except for such employees to form a mutual accident insurance fund or insist upon protection in their labor contracts.

Realty Brokers Rush to Obtain State Licenses

Yesterday was the busiest day on record in the Los Angeles office of the State Real Estate Department, according to Commissioner E. T. Keiser. At the closing hour exact results had not been tabulated, but it was estimated that more than $2500 in cash fees was taken in from brokers and salesmen who renewed their licenses.

The fee for a salesman is $2 and for a broker $10, and Mr. Keiser expressed astonishment at the number of former salesmen who are now turning brokers.

Questioned as to the mood in which applicants are meeting the recent enactment requiring a bond and satisfactorily answered questionnaire, the commissioner stated that not one in 500 had raised any objection. On the contrary, he added, it had been a source of gratification to see the interest with which dealers had been studying the real estate law in an earnest effort to meet its requirements without friction.

A rough calculation, not including the past week, showed that the receipts of the department for the year exceeded $225,000 while the expenditures were under $120,000.

GIRL CRIPPLE SAYS HUSBAND BEAT HER

CHAUFFEUR ARRESTED ON CHARGE OF ASSAULT AND BATTERY

Bernice Treharne, 12-year-old crippled wife of E. G. Treharne, a chauffeur living at 1366 Valencia street, last night caused his arrest on a charge of beating her.

The girl said Treharne recently had returned from a trip to Chicago and had accused her of being with other men during his absence. She said she denied this, but that he whipped her yesterday with the cord from an electric iron.

Treharne was arrested by Officers Aiken and Courtney and booked on a charge of assault and battery.

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Imagine driving down 200 miles of road, lined with glistening glass showcases. The wares of the world on display! Tempting—luring—urging you to buy.

You will walk past **more** than 200 miles of Weber Showcases in the stores of California. Those famous, beautiful stores that all tourists visit—they are equipped throughout with Weber Showcases and Fixtures. Those great department stores—with their many miles of merchandise display—were equipped by Weber.

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Now the Weber Showcase & Fixture Co. occupies a large, modern factory—the most complete of its kind West of Chicago. Here the cost reducing principles of quantity production are applied to the manufacture of store equipment.

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To the man who plans to start a store—to the merchant who wants his business to grow—this free book will be valuable. It shows the styles of modern store equipment—the costs—and shows how the leading merchants of the Southwest are using Weber equipment. It tells how the Weber Store Designing and Planning department will help you. Send for your copy—now!

Weber Showcase & Fixture Co., 330 So. Los Angeles St., Los Angeles, California.
Send my copy of "Successful Business Building"—with facts on the class of business checked below:

( ) Drug	( ) Men's Shop
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( ) Office Equipment	

Your Name .....
Firm Name .....
Street Address .....
City ..... State .....

SHIPPING and Los Angeles Harbor NEWS

SHIPPING

OUTER HARBOR

10—General Petroleum Company.
36-40—S. P. Dock & Wharf Co. West side.
41-55—S. P. Dock & Wharf Co. East side.
56—Municipal Cotton Compress.
57-58—Lockenbach Line.
59—American-Hawaiian S.S. Co., Mexican States Line, French Line.

SAN PEDRO DISTRICT

73—Southern Pacific Wharf.
74-76—K. K. Wood Lumber Company.
77-78—Southern Pacific Wharf.
84—Navy Landing.
85—Public Ferry.
86-87—Southern Pacific Wharf.
88—Port Offices and White Flyer Line.
89—Swayne & Hoyt.
91—Municipal Wharf.
92-93—San Pedro Lumber Company.
94-95—Kerckhoff Hill & Lumber Company.
97-98—Standard Oil Company.
100-101—Standard Oil Company.
102-103—Los Angeles Shipbuilding Company.
118-120—Associated Oil Company.
122-124—San Pedro Lumber Company (West Basin Ferry.)

WILMINGTON DISTRICT

126-131—Union Oil Company.
132-134—Pacific Steamship Company.
135—Los Angeles Steamship Company.
137—Brothers & Barry.
138—Williams Line.
139-140—American-Hawaiian Steamship Company.
147—Shell Company of California.
174—Petroleum Midway.
184-185—Catalina Terminal.
Robert Dollar Company.
186—Pacific Mail S.S. Co. and Norton & Lilly Co.
189-191—Norton & Lilly Co., Agents.
192-194—California Yacht Club.
195—Municipal Stock Yards.
196-197—Chas. R. McCormick Lumber Company.
198-199—W. Hiles Lumber Company.
200—Consolidated Lumber Company.

TERMINAL ISLAND

223-225—Hammond Lumber Company.
232—Crescent Wharf & Warehouse Company.
240-A-B-C—General Petroleum Company.
240-X-Y-Z—Bethlehem Shipbuilding Company.

ARRIVALS AT THIS PORT
MONDAY, DECEMBER 31

Nor. steamer NATARIT, Capt. Gaudiel, from San Francisco, 12.30 a.m. Passengers and general cargo for the Mexican States Line.
Steamer ADMIRAL EVANS, Capt. Gross, from San Francisco, 6:15 a.m. Passengers and general cargo for the Admiral Line.
Tank steamer HUNGERFORD, Capt. Kruse, from Baton Rouge, 8.22 a.m. In ballast to load oil for the General Petroleum Company.
Steamer NUNUANU, Capt. Bentley, from New York, 1:00 a.m. General cargo for the Transmarine Corporation.
Steamer CHICKASAW CITY, Capt. Lahaina, from New York, 10 a.m.; general cargo for the Isthmian Line. Norton, Lilly & Co., agents.
British tank steamer VANCOUVER, Capt. Lodine, from Buenos Aires, 9:30 a.m. In ballast to load oil for the Standard Oil Co.
Steamer ORINOCO, Capt. Atkins, from Norfolk, 11:20 a.m. General cargo, en route to Japan. Called for bunkers.
Tank steamer W. S. MILLER, Capt. Badger, from Richmond, 1:15 p.m. In ballast to load oil for the standard Oil Co.
Tank steamer LA PURISIMA, Capt. Phillipsen, from San Diego, 2:15 p.m. In ballast to load oil for the Union Oil Co.
Tank steamer Monotrails, Capt. Cuttler, from San Francisco, 11:00 a.m. In ballast to load oil for the Union Oil Co.
Tank steamer Nahcinest, Capt. Sillars, from New York, 4:22 p.m. In ballast to load oil for the Standard Oil Co.
Tank steamer MERICOS H. WHITTIER, Capt. Caperio, from San Francisco, 4:36 p.m. In ballast to load oil for the Associated Oil Co.
Tank steamer MAYNOCK, Capt. Lang, from New York, 4:25 p.m. In ballast to load oil for the Standard Oil Co.
Tank steamer MERICOS H. WHITTIER, Capt. Caperio, from Avon, 4:33 p.m. In ballast to load oil for Associated Oil Co.
Steamer NOYO, Capt. Smith, from Mendocino, 5:10 p.m. Cargo of lumber for Union Lumber Company.
Steamer LANGUARD, Capt. Anderson, from Alaska, 7 p.m.; cargo of lumber for local wholesalers.
Steamer FLORENCE OLSON, Capt. Olson, from Redondo, 8.30 p.m. Partial cargo of lumber for local wholesalers.

DUE TO ARRIVE
9 P.M. TO MIDNIGHT

Steamer JACOX, Capt. Evenson, from Port Angeles. General cargo for Charles Nelson & Co.
Steamer DAKOTAN, Capt. Ackerman, from Boston. General cargo for American-Hawaiian Line.

DEPARTURES
MONDAY, DECEMBER 31

Tank steamer HAROLD WALKER, Capt. Hayward, for New Orleans, 8:20 a.m.; 56,945 barrels of oil for the Pan-American Petroleum Company.
Tank steamer SUNBEAM, Capt. Iverson, for Philadelphia, 9:45 a.m.; 68,110 barrels of oil for the Sun Oil Company. W. H. K. Thompson, agent.
Steamer AVALON, Capt. Morris, for Avalon, 10:30 a.m.; passengers and general cargo for the Wilmington Transportation Company.
Steamer ADMIRAL FARRAGUT, Capt. Gnehl, for Seattle, 11:45 a.m.; passengers and general cargo for the Admiral Line.
Steamer LACKAWANNA, Capt. Wendt, for Portland, 11:30 a.m.; in ballast to go into dry dock for repairs.
Steamer FLORENCE OLSON, Capt. Olson, for Redondo, 2:50 p.m.; partial cargo of lumber for Redondo wholesalers.
Steamer HAWAIIAN, Capt. Johnson, for San Francisco, 4:35 p.m.; general cargo for American-Hawaiian Line.
Steamer KROONLAND, Capt. Gartick, for New York, 5:35 p.m.; passengers and freight for Panama-Pacific Line.
Steamer WAPAMA, Capt. Bellesm, for San Francisco, 7:50 p.m.; passengers and general cargo for McCormick Steamship Company.
Steamer MOKEDIK, Capt. Van Volkom, for San Francisco, 8 p.m.; general cargo for Boland-American Line.
Steamer ARTIGAS, Capt. Lee, for San Francisco, 8:25 p.m.; general cargo for Robert Dollar Line.
Steamer ADMIRAL EVANS, Capt. Gnehl, for San Diego, 9:55 p.m. general cargo and passengers for Admiral Line.
Steamer NATARIT, Capt. Gaudiel, for Corinto, 9:10 p.m.; passengers and general cargo for Mexican States Line.

DUE TO DEPART
9 P.M. TO MIDNIGHT

Steamer ORINOCO, Capt. Atkins, for Japan; general cargo for N.Y.K. Line.
Tank steamer W. S. MILLER, Capt. Badger, for San Francisco; cargo of oil for Standard Oil Company.
Motorship CULBURRA, Capt. Pederson, for Portland; general cargo for Pacific Steamship Company.
Steamer THOMAS CROWLEY, Capt. Peterson, for Tacoma; in ballast to load lumber for local dealers.
Steamer IOWAN, Capt. Cockerll, for San Francisco; general cargo for Trans-Oceanic Company.
Tank steamer MERICON H. WHITTIER, Capt. Caperio, for Avon; cargo of oil for Associated Oil Company.

CARGO VESSELS DUE TO ARRIVE
TUESDAY, JANUARY 1

Steamer CRICKETT, from Gray's Harbor, cargo of lumber for local wholesalers.
Mexican Steamer CHIHUAHUA, from Carbon via Manzanillo, general cargo, the Mexican States Line.
Steamer DAKOTAN, from Boston, general cargo for the American-Hawaiian S.S. Co.
Tank Steamer AGWILANE, from Boston, in ballast to load oil for the Standard Oil Co.
Mexican Steamer CHIAPAS, from Chanzeriz, general cargo for the Mexican States Line.
Tank Steamer GULF QUEEN, from Baltes, in ballast to load oil for the Gulf Oil Co.
Steamer DAKOTAN, from Boston, general cargo for the American-Hawaiian S.S. Co.
Steamer MONTGOMERY CITY, from Galveston, general cargo for the Isthmian Line, Norton, Lilly & Co., agents.
Steamer RAYMOND, from Gray's Harbor, cargo of lumber for local wholesalers.

CARGO VESSELS DUE TO DEPART
TUESDAY, JANUARY 1

Dutch Steamer DRIEBERGEN, for San Francisco, general cargo for Mayer, Wilson & Co.
Steamer PAUL LUCKENBACH, for San Francisco, general cargo for the Luckenbach Line.
British Tank Steamer SAN PATRICIO, for Tampico, cargo of oil for the Eagle Oil Co., Shell Oil Co., agents.
Tank Steamer DURANGO, for New York, cargo of oil for Struthers & Barry, loaded by the Standard Oil Co.
Tank Steamer MONTEBELLO, for San Francisco, cargo of oil for the Union Oil Co.
Tank Steamer MERICON H. WHITTIER, for San Francisco, cargo of oil for the Associated Oil Co.

PASSENGER SCHEDULE
ARRIVALS

Jan. 1—Admiral Broad, from San Diego, 9 a.m.
Jan. 1—Dorothy Alexander, from Seattle, 4 p.m.
Jan. 2—Harvard, from San Francisco, 10 a.m.
Jan. 2—Calavali, from Honolulu, 12 noon.
Jan. 3—Dorothy Alexander, from San Diego, 4 a.m.
Jan. 3—Humboldt, from San Francisco, 6 a.m.
Jan. 3—Yale, from San Francisco, 10 a.m.

DEPARTURES

Jan. 1—Yale, for San Francisco, 4 p.m.
Jan. 1—Pres. Harrison, for San Francisco, 5 p.m.
Jan. 2—Harvard, for San Francisco, 4 p.m.
Jan. 2—Admiral Evans, for Portland, 11 a.m.
Jan. 2—Dorothy Alexander, for San Diego, 6 a.m.
Jan. 2—Dorothy Alexander for Seattle, 10 a.m.
Jan. 3—Yale for San Diego, 3 p.m.
Jan. 3—Humboldt, for San Francisco, 6 p.m.

U. S. NAVAL VESSELS IN PORT
MONDAY, DECEMBER 31

Battleships—California, Maryland, New Mexico, New York, Texas, Idaho, Nevada, Oklahoma, Mississippi, Arizona.
Transports—Procyon.
Parent submarine boat Beaver; 10 submarines.
Escort ship—Prometheus.
Hospital ship, Relief.
Supply ship, Arctic.

VESSELS IN PORT
San Pedro Inner Harbor Berths—Location.

	North
Steamer Avalon	183
Motorship Angel	41
Steamer Anne Hanify	139
Tank steamer Agwilane	Anchor
British steamer Alexandre	Anchor
Steamer Alimos	203
Barge Bertrand	55
Yacht Cariana	Anchor
Dutch steamer Colusa	140
Tank steamer Caddo	241
Steamer Cabrillo	183
Steamer Catherine D. Sales	73-75
Steamer City of Los Angeles	183
Steamer Chickasaw City	203
Tank steamer Durango	94
Dutch steamer Drieberger	141
Steamer El Cleata	160
Steamer Edgar F. Luckenbach	57
Yacht Freedom	189
Steamer Horace X. Baxter	62
Tank steamer Hopson	203
Steamer Lake Francis	203
Tank steamer La Purisima	140
Tank steamer Helene	203
Tank steamer Montebello	203
Ship Manhatta	150
Tank steamer Mantinean	191
Tank steamer Mericon H. Whittier	203
Steamer Orizaba	Anchor
Steamer Port Angeles	94
Steamer Paul Luckenbach	241
Steamer President Harrison	187
Pat Peacock	160
Panama yesterday, Principio	203
Schooner Rose Mahony	203
British steamer Roman Star	Anchor
Steamer Santiago	203
Auxiliary schooner Serpentine	224
British tank steamer San Patricio	187
Steamer Saxonian	62
Schooner Speedway	Anchor
Steamer Vanguard	94
Steamer Virginia Dollar	191
British tank steamer Vancouver	203
Motorship Wm. Dunsmuir	203
Schooner William H. Rahlfs	203
Schooner Wm. G. Irwin	203
Steamer Yale	155

CATALINA SERVICE

Steamer AVALON leaving Water-street shed, at foot of Canal avenue, Wilmington, daily at 10 a.m., arrives Avalon, 12:35 p.m.; returning, leaves Avalon, at 2:30 p.m., arrives Wilmington at 5:30 p.m.

DEPARTMENT OF COMMERCE
Coast and Geodetic Survey
Tides, Los Angeles Harbor

Note—The following tabulation of the tides is compiled from the Pacific Coast Tide Tables of the United States Coast and Geodetic Survey. The tides are arranged in the order of their occurrence, beginning with the first tide after midnight. As the day is counted from midnight to midnight, there usually four tides, two high and two low, each day; but occasionally what would be the fourth tide appears after midnight and thus becomes the first tide of the next day. The columns of heights give the elevation of each tide above the plane of reference of the Coast and Geodetic Survey chart soundings, except where the numbers are preceded by the minus sign, or dash, when the heights are below the plane. The tabulations are furnished by the Field Station of the Survey, Custom House, San Francisco, Cal.

Sunrise and sunset are computed for Los Angeles Harbor, Moonrise and moonset for Los Angeles.

TIDES, JANUARY, 1924

Day	Time Hgt. High	Time Hgt. Low	Time Hgt. High	Time Hgt. Low
1	4:58 5.6	11:35 1.9	5:43 5.9	11:57 1.6
2	5:47 6.2	12:33 0.7	6:35 6.1	.....
	Low	High	Low	High
3	0:32 1.6	6:31 6.7	1:42 —0.5	7:33 6.4
4	0:58 1.4	7:29 7.1	2:28 —1.0	8:40 6.4
5	1:44 1.0	8:06 7.4	3:15 —1.3	9:29 6.7
6	2:30 1.0	8:47 7.4	3:55 —1.3	10:13 6.7
7	3:15 1.2	9:30 7.2	4:30 —1.1	10:57 6.7
8	4:00 1.8	10:12 6.8	5:17 —0.6	11:41 6.7
9	4:47 2.9	10:53 6.2	5:56 —0.3	.....

SUN AND MOON

Day	Sunrise	Sunset	Moonrise	Moonset
1	7:12	5:16	1:30 A.M.	1:09 P.M.
2	7:12	5:17	2:37 A.M.	1:52 P.M.
3	7:12	5:17	3:44 A.M.	2:41 P.M.
4	7:13	5:18	4:51 A.M.	3:33 P.M.
5	7:13	5:19	5:55 A.M.	4:33 P.M.
6	7:13	5:14	6:55 A.M.	5:30 P.M.
7	7:13	5:15	7:49 A.M.	6:30 P.M.
8	7:13	5:16	8:36 A.M.	7:41 P.M.
9	7:13	5:16	9:19 A.M.	8:42 P.M.

ARRIVALS AND CLEARANCES AT WORLD'S PORTS

[BY A. P. NIGHT WIRE]

SAN FRANCISCO, Dec. 31.—Arrived: Monolan Prince (British), 12:35 a.m., Columbia River; Johan Poulsen, 4:45 a.m., Astoria; Wallingford, 8 a.m., do.; Monticello, 10 a.m., Ballast; J. A. McGarr, 8:45 p.m., Point Wells; Gambia, River (British), 11:30 a.m., Bremerton; Aires Admiral Schley, 12:45 a.m., Portland. Sailed: Kipo Maru (Japanese), 11:00 a.m., Tokoyama.

ARRIVED

EUREKA, Dec. 31.—Saginaw, 1:50 p.m., San Francisco.
ROTTERDAM, Dec. 29.—Veendam, New York.
YOKOHAMA, Dec. 28.—Africa Maru, Seattle.
BALTIMORE, Dec. 31.—Agwiana, Los Angeles Harbor.
HONGKONG, Dec. 31.—Kada Maru, Seattle; President Grant, do.; Tenyo Maru, San Francisco.
PHILADELPHIA, Dec. 31.—Lewis Luckenbach, Los Angeles Harbor; Wabash, do.
MANILA, Dec. 31.—West Farnlon, San Francisco.
NEW YORK, Dec. 31.—Statsen Glen, Cape Town; Bonheur, Buenos Aires.
SAN DIEGO, Dec. 31.—No arrivals:
Sailed: Tanker La Purisima, Los Angeles Harbor, 2:25 a.m.; steamer San Francisco, Liverpool, 2 p.m.; Conveyor Chase, Los Angeles Harbor, 8 a.m.; steamer Farragut, Los Angeles Harbor, 8 a.m.
TACOMA, Dec. 31.—Arrived: Christina, 4 p.m., New York; Peter Kerr, 7:30 a.m., Seattle; Alcoa, 1 p.m., San Francisco.
Sailed: Cross Keys, 10 a.m., Manila; Viking, 9 p.m., Jacob Luckenbach, 9 p.m., Seattle; Starwood, 8 p.m., San Francisco; Geisho, 6 p.m., Stewart, B. C.
ASTORIA (Or.), Dec. 31.—Arrived: Trinidad, 10 a.m., Los Angeles.
NEW YORK, Dec. 31.—Arrived: H. T. Bedford, Los Angeles Harbor; Santa Paula, San Francisco; Venezuela, do.; Cambria, do.; Africatic, Liverpool; Bowman, from Boston; Segovia, Kingston; Cattle Prince, Boston; San Lorenzo, San Juan; Major Wheeler, do.; Narragansett, London; Santa Elisa, Valparaiso; Guantanamo, Progreso, Heitor, Huelva; Woodfield, Calcutta.
GIBRALTAR, Dec. 31.—Kyokuto Maru, December 25, Portland, Or.
BAHOW, Dec. 31.—Lima, Dec. 29, San Francisco.
KOBE, Dec. 31.—Franconia, December 20, New York.
MARSEILLES, Dec. 31.—Providence, December 24, New York; Britannia, Dec. 27, do.
LIVERPOOL, Dec. 31.—Cedric, December 20, New York; Montrose, December 20, St. John, N. B.
LONDON, Dec. 31.—President Polk, December 20, New York.
PLYMOUTH, Dec. 31.—Andania, December 21, New York.
GLASGOW, Dec. 31.—Columbia, December 21, New York.
SAILED
KOBE, Dec. 31.—Suniand, December 20, Seattle.
DAIREN, Dec. 31.—Yankee Arrow, December 20, San Francisco.
BUTSUQUE, Dec. 31.—San Pretorol, December 15, Los Angeles.
NEW YORK, Dec. 31.—Somerset, Hamburg; Anderson, Los Angeles Harbor.
SOUTHAMPTON, Dec. 31.—Lapland, December 26, New York; George Washington, December 26, do.
LONDON, Dec. 31.—President Van Buren,

HOW TO MAIL "MIDWINTER TIMES"

The postage required to carry a copy of the Annual Midwinter Number of The Times, out today, to any point in the United States, Canada or Mexico, is 11 cents. If preferred, The Times will mail them postage paid to any address, at a total charge of 25 cents per copy, which includes the cost of the copy itself. Those wishing to take advantage of this should send to The Times the names and addresses of the intended recipients, legibly written and accompanied by 25 cents for each name. Wrapped copies will be available on the downtown Los Angeles streets. Handlers of these will mail them on request for 25 cents per copy. The number itself sells for 15 cents per copy.

Safe Milk *and* **Malt Grain Ext. in powder, makes** *The Food-Drink for All Ages*

Avoid Imitations—Substitutes

RADIO REPORT

[BY RADIO CORPORATION OF AMERICA]

SAN FRANCISCO STATION
9 p.m. December 30.

MAUNAWAI, San Francisco for Honolulu, sailing midnight of San Francisco.
MATSONIA, San Francisco for Honolulu, miles west of San Francisco.
LURLINE, Honolulu for San Francisco, 1774 from San Francisco.
LIBERATOR, Los Angeles for Kobe, 1881 west of Los Angeles.
KATHUMA, New York for Honolulu 2000 miles west of Balboa.
WEST SEQUANA, Hongkong for Los Angeles, 5967 miles from Los Angeles.
WEST HOLBROOK, San Francisco for Yokohama, 4373 miles west of San Francisco.
BAUBARYL, Hongkong (Island for San Francisco, 1445 miles from San Francisco.
ANNEE MORSE, Portland for Yokohama, miles west of Portland.
WEST IVAN, Honolulu for Los Angeles, miles from Los Angeles.
TASCALUSA CITY, Los Angeles for Honolulu, 210 miles northeast of Honolulu.
HANNA NIELSEN, Nanaimo, Vancouver Island, for Honolulu, for San Francisco, 1005 miles from San Francisco.
PRESIDENT LINCOLN, San Francisco for Kobe, 4500 miles from San Francisco.
MEMPHIS CITY, Los Angeles for Yokohama, 5161 miles west of Los Angeles.
MANUALA, Seattle for Honolulu, 1996 miles from Seattle.
CLAUSEUS, Honolulu for New York, 2667 miles east of Honolulu.
EL LOBO, Vancouver for San Francisco, miles from San Francisco.

9 p.m. December 31.

LIBERATOR, Los Angeles for Kobe, 4300 miles west of Los Angeles.
SANTA CECELIA, left San Francisco for Los Angeles, 7:30 p.m.
EASTERN GALE, San Francisco for Victoria, miles south of Victoria.
WILLSOLO, San Francisco for Seattle, miles south of Seattle.
J. A. COX, San Francisco for Los Angeles, miles from San Francisco.
ROSE CITY, San Francisco for Portland, miles south of Columbia River.
ROBERT DOLLAR, San Francisco for Honolulu, 2085 miles south of Seattle.
RINA CHRISTENSEN, San Francisco for Honolulu, 2089 miles from San Francisco.
ATLAS, Richmond for Aberdeen, 838 miles from Richmond.
DOYLESTOWN, Los Angeles for San Francisco, 46 miles from San Francisco.
MAYFAIR, San Francisco for Eureka, 38 miles south of Eureka.
JOHN KIRKPATRICK, Tacoma for Los Angeles, 1100 miles south of Tacoma.
CAPT. A. F. LUCAS, Seattle for Richmond, 800 miles from Richmond.
CANADIAN VOLUNTEER, Astoria for Los Angeles, 1000 miles from Los Angeles.
R. J. HANNA, Los Angeles for Wilmington, 30 miles from Los Angeles.
EL SEGUNDO, El Segundo for Point Wells, 25 miles from Point Wells.
MUNDELIA, Richmond for Los Angeles, miles south of Columbia River.
LA PLACENTIA, Vancouver for Port San Luis, 325 miles from Port San Luis.
MOBILE CITY, San Francisco for Port Angeles, 1 cleared San Francisco 4 p.m.
H. T. HARPER, Richmond for Orient, 958 miles from Orient.
MONTALLA, Los Angeles for Portland, 420 miles from Portland.
LIEBRE, Los Angeles for Seattle, 824 miles from Los Angeles.
DOROTHY ALEXANDER, San Francisco for Los Angeles, 309 miles north of Los Angeles.
EL LOBO, Vancouver for San Francisco, 134 miles from San Francisco.
WEST IVAN, Honolulu for Los Angeles, 2276 miles west of Los Angeles.
SUCUBATO, Los Angeles for San Francisco, miles, 295 miles.
TAMAHA, San Francisco for Honolulu, 2107 miles from San Francisco.
LEVENTOUR, Colon for Vancouver, 100 miles south of San Francisco.
GROVCITY, San Luis for Wellington, left San Luis midnight.

[BY FEDERAL TELEGRAPH]
LOS ANGELES STATION
Noon, December 1

GULF QUEEN, Philadelphia for Los Angeles, miles south southeast of Los Angeles.
DAKOTAN, New York for Los Angeles, 110 miles southeast of Los Angeles.
CHIHUAHUA, La Paz for Los Angeles, 229 miles south southeast of Los Angeles.

8 p.m., December 31

CATHWOOD, Baltimore for Los Angeles, miles south southeast of Los Angeles.
INVERGOIL, Buenos Aires for Los Angeles, miles south southeast of Los Angeles.
SAN FRATERNO, Valparaiso for Los Angeles, 600 miles south southeast of Los Angeles.
SANTA MARIA, Balboa for Los Angeles, miles south southeast of Los Angeles.
CHACARBOY, New York for Los Angeles, miles south southeast of Los Angeles.
LOS ANGELES, Marlhaven for Ventura, 93 miles northwest of Ventura.
CALAWAII, Honolulu for Los Angeles, 2104 miles west of Los Angeles.
CHIAPAS, Manzanillo for Los Angeles, 893 miles south southeast of Los Angeles.
WAPAMA, Los Angeles for San Francisco, miles north of Los Angeles.
AMPULLARIA, Balboa for Los Angeles, miles south southeast of Los Angeles.

News of Ships and Sailings at Pacific Ports

[BY A. P. NIGHT WIRE]

SAN FRANCISCO, Dec. 31.—San Francisco Bay shipyards in 1923 were busier than in any other twelve-month period since termination of the World War, performing repairs valued at more than a total of more than $7,000,000, figures compiled today showed. The Bethlehem Shipbuilding Corporation alone stated that its repairs brought $1,600,000.

The Pacific Mail liner President Pierce was shifted from its pier to dry dock, where she will undergo reconditioning that will cost between $200,000 and $400,000.

Tomorrow morning the Matson liner Maui will arrive from Honolulu with a large passenger list and heavy cargo. In the afternoon the Oceanic liner Sonoma will get away for Australia with a capacity passenger list.

William G. Irwin, Pacific Coast agent for the United States Lines, was removed today to his home from a local hospital where he underwent an operation for appendicitis. He is expected to resume his duties within a few weeks.

EVERETT (Wash.), Dec. 31.—After loading 1,000,000 feet of lumber the Norwegian steamship Dagfred shifted today to Seattle, where she will complete a cargo of 4,000,000 feet of lumber for Yokohama.

SEATTLE, Dec. 31.—The General Steamship Corporation and the Trans-Oceanic Company, consolidated under the name of the General Steamship Corporation of this city, has taken over the agencies of four steamship services, according to an announcement here today. The companies are Wigen & Co.'s service to South America, the Trans-Atlantic Steamship Company's service to Australia, the Garland service to the Orient and the French Line service to Europe. Added to this, the corporation will represent the Ocean Transport Company of Kobe.

In the Australian service of the company, the steamer Aztec sailed from Tacoma today for Australia, via Astoria, and San Francisco with a cargo of lumber.

Completely refitted for her first trip in a new transcontinental passenger service of the Luckenbach Line, the steamship Jacob Luckenbach sailed here from Tacoma today. She will call for New York and Philadelphia, via San Francisco, Los Angeles and the Panama canal, reaching N. Y. [illegible]

The Jacob Luckenbach was built in 1919 at a cost of $1,277,000. Her passenger accommodations, according to figures made public today, have been altered last year's mark no more than $30,000 being spent for the Antarctic to limit under, owned by Ernest Scott, former Seattle whaling shipbuilder, the Star of the Star II and the Star III, left Hobart, Tasmania, yesterday to retrieve records left behind by Mawson's expedition in Antarctic waters. The vessels sailed from here for New Zealand. The vessels sailed from here December 31.

Theaters—Announcements—Entertainments

California Theatre Main at 8th

A Happy New Year Show
2 Great Attractions
Goldwyn Presents
Albert Somers Roche's Story
"THE DAY OF FAITH"
WITH
Eleanor Boardman, Ray Griffith, Fred Sterling and Tyrone Power
AND
1924's First Big Laugh
IN
Will Rogers
"2 Wagons—Both Covered"

Elinor's Orchestra

Miller's Main Near 9th

2nd Week Now—and at Popular Prices
MARION DAVIES
In the Gorgeous Goldwyn Cosmopolitan Production
"Little Old New York"
Santaella and his "Different" Orchestra.

Two Performances DIRECTION WEST COAST THEATRES, INC. LOEW'S STATE 7th & Bdwy.

Dance to the mad, merry tune of flaming youth. Its thrill that demands love. Youth that craves kisses and new thrills. Youth with its jazz, its flapperism, its petting parties, its reckless disregard of conventions.

ARTHUR KAY and Loew's State Concert Orchestra

Happy New Year!

Associated First National Pictures Inc. Presents
"FLAMING YOUTH"
with COLLEEN MOORE

Cast Includes
MILTON SILLS,
Elliott Dexter, Myrtle Stedman, Ben Lyon

ALHAMBRA

Thos. H. Ince presents "Anna Christie"

Greatest of Dramatic Sensations on the Screen
With
Blanche Sweet

CRITERION THEATRE Grand at 7th

Victor Hugo's "The HUNCHBACK of NOTRE DAME"
With Lon Chaney

2 SHOWS DAILY—2:30 and 8:35. Reserved seats at box office. Orpheum, 877-141 or 670-5201; or Birks' Music Co., 443 S. Broadway. Phone 821-241.

BURBANK — 50 BABY DOLLS
Cont. 1 to 11—Lots of Pretty Girls—Musical Comedy

VANTAGES— SEVENTH AT HILL "AMERICA'S FINEST" —VAUDEVILLE

START THE NEW YEAR RIGHT

WISHING YOU ONE AND ALL HAPPINESS and PROSPERITY

LET'S MAKE IT UNANIMOUS

Seven Acts

A. ROBINS—ROSS, WYSE & WYSER—FOUR PHILLIPS—FARRELL & HATCH—MARSHALL MONTGOMERY—RAFAYETTE'S DOGS—LUCILLE & COCKIE—RALPH LEWIS IN "BLOW YOUR OWN HORN"

MASON OPERA HOUSE
LAST WEEK
MATINEE TOMORROW
Last Time Sun. Jan. 6
The Messrs. Shubert Musical Hit.
"BLOSSOM TIME"

One Week Beginning Monday, Jan. 7th

THE BAT

Mail Orders Now
Evgs., 50c to $2. Wed. Mat., 50c to $1.50. Sat. Mat., 50c to $2.

HILLSTREET THEATRE
ORPHEUM CIRCUIT
5th and Hill
12:45 NOON—CONTINUOUS—11:30 P. M.
Vaudeville and Photoplays

AMERICAN DEBUT OF THE SENSATION OF EUROPE
KRONOS THE SUPER-MAN
"THE AWKWARD AGE"
Margaret Irving & Geo. Moore

Roy Ingraham & Hollywood Orchestra
Geo—BEEGE & QUPEE—Ras
DE LYLE ALDA & CO.
Exclusive Photoplay
Herbert Rawlinson
in "HIS MYSTERY GIRL"

Matinee Mon. to Fri., Incl., 40c. | Nights & Sat. Matinee, 55c | Sat. Night & Sun., 65c | Children, Any Seat, Any Time 15c

2nd Big Week TALLY'S 838 SO. BROADWAY Now Playing
WM. FOX PRESENTS
The TEMPLE OF VENUS
WITH MARY PHILBIN & 1000 AMERICAN BEAUTIES

PHILHARMONIC AUDITORIUM 5th at Olive
ONE WEEK ONLY—NOW PLAYING
MARCUS PRESENTS
THE GREATEST OF ALL MUSICAL SHOWS WITH GUY BARICK AND NEW YORK CAST
"HELLO PROSPERITY"
Prices: MATS. WED. & SAT., 25c TO $1. EVENINGS, 50c TO $2.00.
MATINEE TODAY AT 2:15

CINDERELLA ROOF
SIXTH STREET AT OLIVE
Harry Langdon & Mack Sennett's 1924 Bathing Beauties In Person Friday Nite!

FIFTH and FINAL WEEK
By KAREL CAPEK
R. U. R.
FINE ARTS THEATRE Grand at Seventh 827-977
Evgs. Ins. Sunday—50c-$1.50. Mats. Wed. and Sat. 50c-$1.00
OPENING JAN. 7th "TIGER! TIGER!" by Edward Knoblock

HIPPODROME Vaudeville Main St. at 4th
A Photodrama That Throbs With Action
"SCARS OF HATE" with Mary Wynn and Jack Livingston.
Continuous Daily, 1 to 11; Sunday, 12 to 11 P.M.
6 FEATURE VAUDEVILLE ACTS 6

PLAYDOM

ROMANCE ALLURING

'ASHES OF VENGEANCE' TELLS LOVE STORY OF CHARM

By Edwin Schallert

Tastefully bedecked with the airs and graces, the laces and satins that pertain to the stories of history, "Ashes of Vengeance" came before the public yesterday and registered its impress as one of the most decorative and romantically pleasing pictures of the year that has just closed. The premiere here, which regrettably has been rather long delayed, took place at Grauman's Million Dollar Treater, and though possibly the interest in costume films as costume films has somewhat waned, there was every promise in the receptiveness of the spectators that the production starring Norma Talmadge had been awaited and might well enjoy a very favorable run.

"Ashes of Vengeance" is an adaptation of a novel laid during the period following St. Bartholomew's Massacre and has as a background the attack against the Hugenots, with Catherine De Medici as the instigator thereof. Anything touching on the religious side of the conflict is delicately avoided and the main story really tells of the adventures of a young Hugenot soldier who becomes a serf for five years to one of the royal houses of France. He is forced into this serfdom, literal slavery, through the desire to protect the girl to whom he is affianced during the massacre. She subsequently proves faithless.

Frank Lloyd, who adapted and directed the picture, has really made much of the romantic theme. The man's repression of his feelings in the presence of the daughter of the household, where he is a servant, and the girl's gradual awakening to the power of her love, are woven into a fine and dignified tapestry that holds you rather charmed through scenes and situations that flow rather quietly from one into the other.

The picture lacks, perhaps, big and highly original climaxes. The progression at times is even inclined to be a bit slow. In some ways, too, the majority share of interest goes to Tearle as Rupert de Vrieac, the knight made servant, rather than to Norma Talmadge as Yoland De Breux.

It is the love scenes between the two that will outlive the other memories in the picture—these and the finely defined characterization by Tearle.

As for Miss Talmadge, she has seldom been lovelier than she appears in the costumes of exquisite line and texture with which she is adorned. Most attractive is she, however, in those scenes where she feels the full sweep of her emotion for the knight. There is one where she first takes him wounded in her arms that is as enchanting as anything that she has ever done.

Mr. Tearle has imbued his portrayal with a superior dignity that fills every episode. Actually, I believe he has even more to do than Miss Talmadge, for her first entrance is rather late. The expressiveness that Tearle gives to his character's suppressed longing for freedom is fine and well-shaded in the extreme. Only the scene of the orginal bargain is badly sustained, and that is a very weak spot in the story.

Wallace Beery does some light and heavy villaining, and you only wish that there were more chances for him to radiate humor. As it is, he convinces you sufficiently of the evil nature of the Duc De Tours.

Josephine Crowell looked remarkably like her shadow semblance in Griffith's "Intolerance" as Catherine De Medici. You know, she played the same role in that.

Interesting performances are given by Beery, Francisco, Andre De Beranger and others in the large cast. Several capable players are unfortunately not listed on the printed program.

Dignified and romantically alluring, "Ashes of Vengeance" is a worthy and attractive picture that should prove its enchantment for many beholders.

MARCUS REVUE AT AUDITORIUM

The show recipe for the holiday season is generally very simple. All that is needed is the stimulus of a little entertainment, and the good-will of the audience will generally do the rest. That is no doubt the reason why A. B. Marcus is presenting his musical revue this week at Philharmonic Auditorium under the optimistic title of "Hello, Prosperity." Just as a matter of general cheerfulness, it might be well to wish the production the same.

Outside of that—

Well, "Hello, Prosperity" isn't the world's best show, nor is it the world's worst. It's somewhere between, but quite a ways down the line at that.

The program announces that it is in two acts and twenty-nine scenes, and anyone will be willing to take the program's word for the two acts, and nobody will try to count the scenes. Some of them look pretty much alike anyway.

The bright spots, for there are a few, happen mostly in the second part. There is a dancing pair, the featured comedian, E. Guy Rarick, who is sometimes quite funny, and a few of the song numbers that are genial if you aren't too particular.

The girls, too, while not Broadway beauties, are passable, and if it weren't for the dull quality of the presentation some of it might really turn out a lot better than it does.

Miss Jane Frayne, who directs the orchestra, also attracts interest.

Every Act Is Headliner on Pantages Bill

From the looks of the current bill at Pantages this week, it appears as if the manager of the theater has started on his New Year's resolutions—to give the best acts obtainable. Judging from the variety of entertainment offered this week, every theater-goer will be pleased with one act or another, or possibly all of them.

All the acts can be called headliners and deserving of worthy mention. In the order of their appearance on the stage, Lucille, with her talking cockatoo and parrot, starts the fun. Her trained birds prove to be exceedingly interesting, inasmuch as some real fun is incorporated in the skit. William H. Farrell and Isaac Hatch are a pair of colored gentlemen who specialize in snappy songs and clever steps and feature jazzy syncopation.

Marshall Montgomery, assisted by Lucille DeHaven, present an "Evening at Home," a ventriloquist performance. Mr. Montgomery is a clever "voice thrower," in spite of the fact that he pushed handkerchiefs in his mouth and drinks and eats while he does his bit. Ross, Wyse and Wyser present a novel skit featuring Tony, billed as "the Boy Wonder of Wonders." The young lad is the whole show, injecting a bit of dancing, singing and acrobating in his stunts.

Raffayette's dogs are more than interesting because they are trained to do difficult stunts that are pleasing. Something should be said about A. Robins, "the walking music store." He comes on the stage with everything from waste baskets to lunch counters. His novel imitations of the violin and cornet are to be commended.

The Four Phillips offer a series of hair-raising forehead balancing stunts designed to keep their audiences on the edges of their seats. "Blow Your Own Horn" is the motion-picture attraction.

LEAGUE PROFITS BY MIDNIGHT MATINEE

Members of the Assistance League, headed by Mrs. Ridley Taylor, raised a considerable fund last night at the midnight matinee of "The Hunchback of Notre Dame" at the Criterion Theater, the fund to be applied to the philanthropic work of the organization. The ladies were introduced to the New Year's Eve audience and during the intermission following the special performance sold baskets made by local disabled soldiers and filled with candy and little nosegays of flowers.

A novel special feature was presented in addition to the regular program with the introduction of a little skit programmed as "The Birth of 1924." Mme. Lallie La Lacheur, the "old lady with the young voice," sang "Auld Lang Syne." Following this the trembling form of Old Man 1923 stumbled onto the stage to stumble off again on the opposite side and disappear into oblivion, while little Miss Betsy Ann Hisle, child film star, appeared as the New Year and did a solo dance number.

Theaters—Announcements—Entertainments

CONTINUOUS 11 A.M. to 11 P.M. MISSION BROADWAY NEAR NINTH

B. P. SCHULBERG presents
"THE VIRGINIAN" (With all star cast)
MACK SENNETT "PICKING PEACHES"
Presents his very latest comedy star HARRY LANGDON and the new 1924 Bathing Girls

Orpheum ORPHEUM CIRCUIT VAUDEVILLE
MATINEE DAILY, 15c-75c
Evenings, 25c to $1.50
Ex. Sat., Sun. and Holidays
Phone 873-216
MORA BAYES Jan. 7
BELLE BAKER
LAMBERT & FISH
DEAGON & MACK
WHITE SISTERS
EMILIE LEA & CO.
CATHERINE SINCLAIR & CO.
HARRY STODDARD & BAND
MAY WIRTH & CO.

MAJESTIC NINTH BROADWAY
Mats. New Year's, Wed., Sat.
Thomas Wilkes Presents
MARGARET LAWRENCE
In Her Latest Success
"SECRETS"
By Arrangement with Sam H. Harris

In Decorative and Dramatic Film

Norma Talmadge and Conway Tearle

Miss Talmadge is the star and Mr. Tearle the lead in "Ashes of Vengeance," which opened very promisingly yesterday at Grauman's Million Dollar Theater.

Breezy Bill on Tap This Week at Hillstreet

Breezy vaudeville bills are not any too common. The current list of attractions at the Hillstreet Theater may not include a headliner on every spot, but it is made up of some very good acts, and there is a wide divergency in the material they present.

Heading the bill is "Sadie—One of Those Girls," which serves to introduce De Lyle Alda, Edward Tierney, and James Donnelly. The number kids the New York musical comedy successes something awful, and it's pleasant to see and listen to. While some of the lines are very good indeed, it is the dancing of the two-man team that stops the act. The boys are clever. Feats of strength that only hemen, and very few of them, can perform comprise the program offered by Kronos, billed "The Super Man." Strong men may come and go, but few will ever surpass this European exhibit. His most lady-like stunt is bending steel bars in his teeth, and he ends the act by lying upon a bed of pointed spikes, holding a 400-pound anvil on his chest, and allowing two assistants to hammer the anvil with sixteen-pound sledge hammers. This trick is not recommended to amateurs.

A pleasing kidding act is offered by Margaret Irving and George Moore. They do the usual sort of thing, but they make you laugh, and otherwise amuse.

"The Awkward Age" is a fast-moving comedy skit presented by Eve Lynn, Clyde Dilson and Company. There are several laughs hidden about this, also.

George Beege and Rae Qupee open the bill with an interesting roller-skating exhibition, in which they do several tricks that look decidedly difficult. Roy Ingraham and his Hollywood orchestra close the program with a group of selections. The act is nothing to get excited over.

On the screen Herb Rawlinson and Ruth Dwyer run through a fast little picture, "His Mystery Girl," which was originally "All for the Love of Gloria." Take either title you wish, it's a pretty good picture, and won't send you away down-hearted or anything.

BABY DOLLS SCORE AT MIDNIGHT SHOW

Immediately following the final performance of their latest musical comedy production at the Burbank Theater last night the Baby Dolls become special hosts of the elaborate midnight frolic held as the most festive occasion ushering in the New Year.

The performers for the midnight show included many names aside from the regular Burbank company. The new production is one of the most successful musical comedies ever staged at the Burbank. Lee "Bud" Harrison, George Clark, Gene Darby, Grace Hutchinson, William McKee and others appear in the cast.

HOW TO MAIL "MIDWINTER TIMES"

The postage required to carry a copy of the Annual Midwinter Number of The Times, out today, to any point in the United States, Canada or Mexico, is 11 cents. If preferred, The Times will mail them postage paid to any address, at a total charge of 25 cents per copy, which includes the cost of the copy itself. Those wishing to take advantage of this should send to The Times the names and addresses of the intended recipients, legibly written and accompanied by 25 cents for each name. Wrapped copies will be available on the downtown Los Angeles streets. Handlers of these will mail them on request for 25 cents per copy. The number itself sells for 15 cents per copy.

FLASHES

TURN ON POWER

SCHULBERG STUDIOS SOON WILL SPEED

By Grace Kingsley

They are "polishing up the handle to the big front door" in preparation for a great year, out at the Schulberg Studios.

New Year's celebrating took on the form of new contracts and the rushing of big settings for forthcoming pictures at that center of art and culture.

B. P. Schulberg, seen in his nifty little bungalow office at the studios yesteday, gave out the announcement of forthcoming activities.

"The Breath of Scandal" will be the next picture on which camera work will be started. The production will be an elaborate version of the novel by Edwin Balmer, which, as magazine readers will recall, created something of a stir in the literary world when published about a year ago.

Clara Printzlau, of the Preferred Picture story department, has prepared the film story, and the building sets are being rushed forward.

Director Gasnier, now directing "Poisoned Paradise," featuring Clara Bow and Kenneth Harlan, is to direct the "The Breath of Scandal." The picture will have an all-star cast.

Immediately following the making of this picture, the Schulberg organization will make a picturization of Frederick Orin Bartlett's drama, "The Triflers," from the scenario which Waldemar Young is now writing.

Probably the most promising of the stories on which camera work will soon be started is the screen version of Frank Craven's most successful stage play, "The First Year." Filming of this will be delayed until the early spring, however, in order to take advantage of the opportunities offered for beautiful exterior settings.

"When a Woman Passes Forty" is another production on which work will be commenced very soon.

ORPHEUM BILL FULL OF SPARKLING GEMS

Belle Baker remains the brightest hit on the Orpheum bill, a bill that is mostly a bunch of nifties at that. Miss Baker warbles a lot of snappy new songs in her own rare and radiant fashion. "Rare" is the word, too, when it comes to the point of some of her songs.

In her number about the faithless chum who stole her lover, you chortle over the line, "Underneath my very seat, those two are a-holding feet!"

When an artist like this one gives us a complete change of songs, and all new songs at that, in a second week, it does seem as if some of the second-raters might try to freshen up their material during a second week of a sixth year, doesn't it?

If leader Frankenstein of the orchestra doesn't watch out, he'll be going on the stage. He is becoming quite an actor himself, handing out the back-fire to Miss Baker's cutie-isms like a regular hand-painted leading man.

Gracie Deagon has been a kid so long she is more a kid than the kids themselves. She is very clever in this line, giving it nowadays a touch of satire that makes her act very smart. Jack Mack, her new partner, is an excellent come-on.

Since we saw May Wirth and her family last, that de luxe circus bunch along with their four big white horses, have been in London making a hit. Miss Wirth and the others continue to tumble off and on horses and ride them same as most of us take to a rocking chair.

On closing spot, though it's a discouraging place, they keep even the corn-crushers in their seats till the close. Which is well for the said c.c. as the fast part of Miss Wirth's riding is at that point.

Those gil-sized Jills, the White Sisters, dance and sing and romp charmingly. The taller is developing a big comedy talent that promises to get the girls away from the Duncan imitation. These two should develop distinct individuality if they are to land where they surely can with their fresh beauty and cleverness.

The piano punching blond Valentino with Emilie Lea's act makes his piano playing painless by his comedy obbligato. Miss Lea is dainty and has a nice voice, and she shows some new steps, but her dance with her male partner is nothing but a series of high kicks, of which we are very tired. The partner is an excellent dancer, but I don't believe he did half his stuff. The boys are Clarence Rock and Sam Kaufman, but I don't know which is which.

We're pretty much fed up on the jazz bands, and so even dolling up the boys of Harry Stoldard's act in a series of make-ups representing different parts of New York, with appropriate music, doesn't excite us any. The music these boys play is old published stuff. With some new material, they might fare better. But anyhow we can sit and look at the handsome trombone player's profile, so all's not lost.

Whether the management considers nut acts as chestnuts, I don't know; but at any rate the very funny nut act of Edward J. Lambert and Minnie Fish is relegated to the deuce place. But to me it was a bright, bright spot.

The processional place is occupied by Catherube Sinclair and company in smart tumbling stunts.

FLAPPER STORY SETS ATTENDANCE RECORD

A new record for attendance was established at Loew's State Theater Saturday and Sunday with "Flaming Youth." This picturization of Warner Fabian's novel of flapperism presents Colleen Moore in one of the most sensational roles of any star's screen career. The book has brought audiences to the doors of theaters wherever the picture was shown in never-ending numbers.

At Loew's Sunday night the theater was obliged to call out police reserves in order to handle the mobs. The total number of persons who saw "Flaming Youth" during its first two days is estimated at over 30,000.

TWO THEATERS SHOW IT

Only two playhouses in the world are now showing Cecil B. DeMille's "The Ten Commandments." They are the George M. Cohan Theater, New York, and Grauman's Hollywood Egyptian Theater, where the production was given its world premiere.

Theaters—Announcements—Entertainments

NOW PLAYING GRAUMAN'S METROPOLITAN HOME OF Paramount Pictures

Aflame with thrills
YOUTH — FURIOUSLY, PASSIONATELY RACES WITH DEATH — AND LOVE.

Adolph Zukor and Jesse L. Lasky presentation
"Geo. Melford's Flaming Barriers"

In the Cast: JACQUELINE LOGAN, ANTONIO MORENO and WALTER HIERS

A BYRON MORGAN automobile story like his "Excuse My Dust," "Across the Continent"
A PARAMOUNT PICTURE.

Collins and Harlan New Songs
The Sweet Singing Harper Sister
HENRY MURTAGH at the Wurlitzer
HERMAN HELLER conducting Grauman's Metropolitan Orchestra

Beginning Saturday
BETTY COMPSON
AS THE LOVE-MADDENED DANCER IN
"WOMAN TO WOMAN"
SET IN THE FRENZY OF PARIS' MOULIN ROUGE

Grauman's MILLION DOLLAR THEATRE

Here is the New Year Gift to Los Angeles from NORMA TALMADGE

"Ashes of Vengeance"
HER MOST MAJESTIC MASTERPIECE
Presented by JOS. M. SCHENCK
Directed by FRANK LLOYD.
Popular Prices Always 11 A.M. to 11 P.M. every day.
HOLIDAY MATINEE TODAY.

GRAUMAN'S HOLLYWOOD EGYPTIAN Theatre
HOLLYWOOD BLVD. AND MCCADDEN PLACE
The greatest picture ever made
Implied the greatest program ever created, and WHY.
"THE TEN COMMANDMENTS"
A CECIL B. DeMILLE PRODUCTION
STORY BY JEANIE MACPHERSON
you can see— A PARAMOUNT PICTURE.
THE GREATEST PROGRAM EVER CREATED—SID GRAUMAN'S "A NIGHT IN PHARAOHS PALACE."
2 SHOWS DAILY
Special Matinee Today
Evening Prices.
Seats Reserved.
—PRICES—
Mats., 2:15, 50c, 75c, $1
Eves., 8:15, 75c, $1, $1.50
Sat. and Sun. Mats., 75c and $1.00.

GRAUMAN'S RIALTO
What gets you in ALLAN DWAN'S PRODUCTION OF REX BEACH'S
"BIG BROTHER"
is The heartbreaking fight of a rough and ready gangster for the soul of a little boy and the love of a girl.
A PARAMOUNT PICTURE
SPECIAL HOLIDAY MATINEE TODAY

AT OLD SAN GABRIEL
THE MISSION PLAY
By John Steven McGroarty, Author.
OPENS NEW YEAR'S DAY AT 2:15 P. M.
With R. D. MACLEAN, the Distinguished Tragedian
AS FRAY JUNIPERO SERRA, WITH A CAST OF OVER 100 PLAYERS
Performances every afternoon except Monday at 2:15.
Wednesday and Saturday Evenings at 8:15. Tickets at:
SAN GABRIEL—Theater Box Office.
LOS ANGELES—Main Floor Pacific Electric Station, Birkel Music Co. 446 S. Broadway; Daynes, Beebe Music Co., 6327 Hollywood Blvd. and all leading hotels.
PASADENA—Jarvis, Prins & Hunter, 49 E. Colorado.
LONG BEACH—Pacific Electric Station.

MOROSCO THEATER 744 SOUTH BROADWAY
5th Glorious Week. Special New Year's Mat. Today 2:20
Start the New Year by seeing this joyfest.
"THE LADY KILLER"
By Alice and Frank Mandel, authors of "High Cost of Loving," etc.
MATINEE Today & Thurs. 2:20
BEST SEATS Mats. 50c; Eves. $1.25
THE IDEAL SHOW FOR YOUTH, MIDDLE AND OLD AGE

The CLUNE BROADWAY Theater 825 S. BDWY.
A Happy, Happy New Year Week Show
2D BIG WEEK—A Great Holiday Show Full of Good Cheer and Pep
CARMEL MYERS and JUNE MARLOWE in Wm. F. S. Earle's production
"THE DANCER OF THE NILE"
HAPPY NEW YEAR
"WHY ELEPHANTS LEAVE HOME." A screaming farce. 25 to 11 daily. 25c, 50c, 75c; Kiddies, 10c

LEGION ELECTS AT PORTERVILLE

Boyd Kreider Commander for Coming Year

Hotel Tulare Taken Over by Santa Anan

Default Judgment Given in Visalia Suit

PORTERVILLE, Dec. 31.—Boyd Kreider will head Porterville Post, No. 30, American Legion, as commander for the coming year, winning over George D. Crissey by one vote. Clive Gibson was elected first vice-commander; Dr. H. J. Willey is second vice-commander; George Maddox, sergeant-at-arms; Charles Schabert and Joe Shore were elected members of the executive committee.

The annual meeting included showing of "Armistice Day in Porterville," a motion picture taken by E. M. Hammond, local photographer, and a Yuletide banquet.

Miss Shirley Sheela was elected president of the Woman's Auxiliary. Other officers are: First vice-president, Miss Ethel Pratt; second vice-president, Mrs. Leighroy Miller; third vice-president, Mrs. Genevieve Wilson; treasurer, Miss Nora Singleton; secretary, Mrs. Mary Gibson; executive committee, Misses Ethel Pratt, Elsie Singleton, Mmes. Ed Flory, Genevieve Wilson and C. E. Collins. The chaplain and sergeant-at-arms will be appointed later.

TAX RECORD MADE

TULARE, Dec. 31.—A total of $47,127.97, representing the first installment of city taxes, is in the City Treasury. This is the largest amount collected by a City Assessor since 1920, at which time the installment plan was first introduced. Figures obtained from J. J. Mitchell, City Assessor, and C. W. Cobb, City Clerk, show that the amount of delinquencies this year are lower than for any previous year since the installment plan was introduced.

Delinquencies in 1920 were $2314; 1921, $2403.10; 1922, $2205; 1923, $1664.

The second installment of taxes becomes due on the first Monday in January and will be delinquent on the last Monday in April.

HOTEL TAKEN OVER

N. Edgar of Santa Ana has formally taken over management of the Hotel Tulare, the new $250,000 hostelry of Tulare. E. M. Whilton, part owner of the building, and representatives of several banks interested in the property, were in Tulare to complete arrangements for transferring the lease on the building to the new manager. Paul Hanner has acted as manager of the institution since its opening in June of last year. Mr. Edgar, his wife and daughter arrived in Tulare Thursday evening.

DEFAULT JUDGMENT

VISALIA, Dec. 31. — Default judgment for $62,848.34 has been entered by Superior Judge Allen favoring the Pacific States Corporation in its suit against H. C. Merritt, as one of the stockholders of the Vogue Company of Los Angeles. Merritt did not appear.

A total judgment of $266,661.32 is asked in the suit, of which the first amount was Merritt's prorata on the promissory notes that formed the basis for the action. Hearing of the other four defendants has not come up yet.

Famed is the hostess who serves—

Caswell's NATIONAL CREST Coffee

1,800,000 cups were served at the PANAMA-PACIFIC International EXPOSITION.

AVOID GAS AFTER EATING

Bloating and distention of the abdomen, drowsiness after eating, pressure and pain around the heart, hands and feet cold and numb, nervousness, are the more common symptoms of this torment—gas.

All is due to the fermentation of food in the stomach.

Physicians state that the best absorbent they have found for this foul gas is Standard No. 10 Gastritis. These little tablets also quickly relieve the pain and distress that comes after eating.

If people would only give some attention to their diet and carry these wonderful tablets for emergency use they would quickly find that many of the ailments and symptoms would permanently disappear.

On sale only at the Standard Homeopathic Company, 316 South Broadway, Los Angeles, or mailed Parcel Post for 50 cents.

Ask for our booklet—"What Shall I Eat?" It's free.—[Advertisement.

KEYES HITS CRIME BODY AS PARTIAL

District Attorney Not to Pay Particular Attention to Commission Hereafter

Dist.-Atty. Keyes yesterday issued a formal statement in which he said he would conduct his office in the future without any particular attention to recommendations of the Crime Commission. His statement follows:

The Crime Commission, as headed by Walter K. Tuller, seems imbued with the idea that the District Attorney's office was created solely for the purpose of besmirching and punishing the Crime Commission's particular pet political enemies. They have furnished me with a mass of hearsay and intangible evidence aimed in nearly every instance against the proponents of municipal ownership. Whether this information was furnished Mr. Tuller and his associates by the power trust is, of course, not within my knowledge, but might be ascertained by the county grand jury.

The citizens of Los Angeles county are presumed to be governed by their duly elected officers and not by any self-appointed commission. My deputies and myself are sick and tired of implied intimidation. If, in the future, the Crime Commission has any constructive suggestions, they will be given the same careful consideration as those of any other citizen, no more, no less.

As long as I am District Attorney I will be governed by my oath of office and my duty to the public—I would not remain under any other condition. If, in turn, the citizens of Los Angeles county prefer to be governed by a self-appointed body, styling themselves a Crime Commission, whose very name is misleading, as it implies a legally constituted body (which it is not) and if we are to be ruled by an oligarchy of self-appointed first citizens of great wealth, why elect your public officials?

Your District Attorney is beginning the New Year with this declaration of independence.

DEJECTED MAN ENDS STRUGGLE

Letter to Police Tells Cause Back of Tragedy in Gas-Filled Room

The tragedy of a man robbed of home and wife by a sardonic fate was enacted yesterday in a rooming-house at 125 East Fourth street by John L. Robinson. He locked himself in his room and turned on the gas. A few hours later he was found sitting in a chair dead.

A lengthy letter addressed to the police disclosed the tragedy which prompted the man to end his life. Last fall, the letter said, its writer was employed by W. H. Egan at Gervais, Or. There his wife became acquainted with one of his fellow employees. They fell in love and ran away, the letter said.

It ended by pointing out that the writer had nothing left to live for. He could not face the years alone and homeless, Robinson said. In conclusion he asked that he be given a simple burial.

Heavy Plunder is Obtained in Four Robberies

Plunder estimated at approximately $10,000 was obtained by burglars who broke into four homes in different parts of the city late Sunday night or early yesterday morning, according to reports to the police.

At the home of Charles McDaniel, at 926 North Robinson street, the burglars took nine swimming medals won by Mrs. McDaniel, and clothing and jewelry valued at $2000. Dr. Franklyn Johnson of 3324 Descanso Drive reported the theft of two dozen scarfpins, valued at $1500.

A mink fur cape valued at $2300 and clothing and jewelry worth $4000, were obtained by burglars, who broke into the home of Fred Sills at 1571 Murray Center. Mr. M. Toplitzky of 860 South Berendo street lost a $500 fur coat and $1000 in jewelry through the activities of the thieves. In each case the robbers gained entrance by jimmying side windows.

All Federal Departments to be Closed

Every department of the government at the Federal Building will be closed today, in honor of the New Year. The usual holiday hours will be observed at the postoffice.

There will be court in but one department, that of United States District Judge James, during the week.

It is the understanding that all of the pending oil cases will be tried by Judge Belsoe, beginning on Wednesday, February 13.

The new court room on the fourth floor is being made ready for the new United States District Judge, whose appointment is expected early in the new year. A calendar has been prepared for his immediate attention.

Royalty Plea Fails to Save Girl in Court

Although her attorney pleaded that Ramona Gradenigo Von Lippen, 24 years of age, be given probation because he said she is the daughter of a Spanish count, the girl was sentenced to spend an indeterminate term in San Quentin by Judge Reeve yesterday, after she had pleaded guilty to cashing a worthless check. Her father, Oscar Gradenigo, came from Oakland to ask mercy for his daughter, but was not given a hearing.

"The girl is proud and doesn't want her relatives to know of her disgrace," said Attorney A. E. T. Chapman. "Pride often goes before a fall," was Judge Reeve's only comment.

Chamber Has Reached Goal for Members

By way of celebrating the last day of the year, the Chamber of Commerce yesterday signed up the Winsel-Gibbs Seed Company, 211 South Main street, as the eleven-thousandth member of its organization.

This number has been the goal of the chamber during 1923 and the signing of the Winsel-Gibbs Company was made a formal occasion at which many members of the chamber were present. It swings to an end the most satisfactory year the organization has yet had.

Hit in Eye by Potato, Man Sues Tosser

Alleging he lost his left eye as the result of being hit with a potato thrown in a fight, Lou Bucky, a produce merchant, yesterday filed suit against August Navarro for $15,700 damages.

According to the complaint, which was prepared by Attorney Samuel C. Cohn, Navarro attacked Bucky at Compton June 20, last, beating him on the head and body. The row ended, Bucky said, when his assailant hurled the potato.

Bucky's suit listed the damages he declared he suffered as follows: loss of eye, $10,000; loss to business and expense of hiring an assistant, $450; medical attention and cost of glass eye, $250, and exemplary damages, $5000.

BACK TO PRISON

Former Convict Given Two Years on Money-Order Charge

John W. Brennan, 30 years of age, who has just concluded a three-year term of imprisonment for robbing Station 9, at Oakland, on March 15, 1921, was yesterday sentenced to two years in McNeil Island penitentiary by U. S. District Judge Bledsoe, for cashing fourteen money orders stolen at the time, upon which he obtained $885 in this city and vicinity. Brennan admitted that since he was 20 years of age he had served three terms in the California and Kansas penitentiaries.

The prisonersaid he had gotten into trouble by trying to pay for an expensive automobile on his salary. "And you are not the only man who had no business owning an automobile; there are others," said the court.

Brennan was originally arrested at Kelly Field, San Antonio, Texas, and his first sentence in this State was imposed by U. S. District Judge Rudkin. He has a wife in Stockton. "She bought me the suit of clothes that I am wearing; she is an invalid; the clothes have not yet been paid for," said Brennan.

Car and Auto in Crash; Woman Badly Injured

Mrs. Frances M. Hassenfratz, 50 years of age, wife of J. W. Hassenfratz, assistant city engineer, was perhaps fatally injured yesterday in a collision between an automobile, driven by her husband, and a street car. The collision occurred at the intersection of Sixth and Serrano streets.

Mrs. Hassenfratz was thrown from the motor car by the impact. She was hurried to the Receiving Hospital by J. L. Riddell of 3347 West Seventh street, a passing motorist. Police Surgeon Dunsmoor, who attended the woman, stated she was suffering from a possible fractured pelvis and possible internal injuries. Her condition is critical. Later she was removed to the General Hospital. Police are investigating the accident.

Safety Urged as Resolution by Auto Club

In the list of good resolutions for the New Year comes a suggestion from the Automobile Club of Southern California.

"Make it a no-accident year" is the 1924 resolution adopted by this huge organization of motor-vehicle drivers with its 92,000 members ditributed throughout the thirteen southern counties of the State.

The new year dawns with more than 500,000 motor vehicles in use in the territory covered by the club. An increase of 100,000 additional cars may be expected in 1924, so that the liability of accidents will increase in proportion. Regardless of this situation, it pointed out by auto-club members, if every driver will obey the rule "safety first," 1924 can be made famous and inspiration for its reduction of motor-vehicle accidents.

Envelope Lack Delays Income Blank Mailing

Owing to the fact that the supply of envelopes ran out, United States Collector of Internal Revenue Goodcell said yesterday that some of the local income taxpayers will not receive their forms for several days.

He requested that taxpayers wait until the 10th inst., before they notify his office that they have not received forms. By that date every income taxpayer should have received a form.

Taxpayers who did not make a return for 1923 and who had taxable income in 1923 are required by law to file a return early.

The Collector said: "The Southern California district is going after a record in the number of returns filed this year. Smile and pay your income tax."

Blackstone's
BROADWAY AT NINTH

The Lingerie Sale of January

The Blackstone Sale—The Value Sale
The Lingerie Sale Superb
Begins Wednesday, January 2nd, 1924

We say "THE" Lingerie Sale advisedly—for Lingerie Sales are the rule at this time—making it imperative that you choose your sale, as you choose your friends—carefully—for truth and worth.

A sale that eventuates from months of planning—that brings lingerie of only the better kinds that may be counted on for service and elegance, even though sale prices prevail.

All lingerie in the Blackstone Sale measures to Blackstone regular stock specifications—this includes cut, finish, all-silk where silk is the fabric, laces of worth—in a word, "lingerie for Miladi" with all the appreciative discrimination the words imply.

CHEMISE

$2.95

Fashioned of silk radium or crepe de chine in envelope styles—many themes.

These will win your heart of a certainty—and delight with their daintiness even as they surprise with their price. Come early in the sale for these—for we fear they may not last through to the very last day, so wonderful are they, so sure are women to buy them in quantity.

Tailored models—hemstitched motifs—lacey whimsies—your choice and equal value in any one of them.

Interesting New Themes in Lingerie—$3.65 and $4.65

What does it mean to say the old pet phrases—"dainty—silk of quality—various models"—it means nothing when one has so much fresh, interesting beauty to desribe as is to be found in these wonder groups of the January Sale.

But they ARE different—they ARE better—they ARE sure to please you—and so we want you to see them in all their loveliness the very first day of the sale. Envelope chemise—step-ins—and vest chemise.

Silk Nightgowns Come at 3 Prices—$5.65, $8.65, $9.65

Come to surprise you—to delight you—and not to stay long with us at these prices, for they offer more value and finer beauty than anything even Blackstone's has had to offer previously—which is saying a great deal.
Real laces vie with tailored simplicity to make them fascinating—soft tints add their charm to finest silks—withal three groups of magic.

FOURTH FLOOR—BLACKSTONE'S

Have You Profited by the Art-Gift Shop Sale —Sixth Floor—Blackstone's

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Proclamation

Greetings!

To Men, Women and Children Everywhere:

We invite you to visit sunny California and enjoy its climatic charm and scenic grandeur.

Here the ozone of the sea, the aroma of the mountains, the shining sun, blooming flowers and singing birds make for good health, serenity and happiness. Come!

Visit Los Angeles, the wonder city of the world, participate in its prosperity, and partake of the hospitality of its people.

We promise you a royal welcome. Come!

LOS ANGELES BIXTHORE
CONTINENTAL NATIONAL BANK
VAN NUYS HOTEL
GEO. L. EASTMAN CO.
JOE TOPLITZKY CO.
OLE HANSON
NATIONAL CITY BANK OF LOS ANGELES, CAL.
SOUTHERN CALIFORNIA MUSIC CO.
LOS ANGELES GARFIELD ELECTRIC CORPORATION
PHOTOTONE PHOTO SERVICE
Richard D. King Architect
EDWARDS & WILDEY CO.
E. F. HUTTON & CO.
A. C. BLUMENTHAL & CO., INC.

AMBASSADOR HOTEL CORPORATION
HOTEL HAYWARD
Hotel Savoy
by J. A. Ewald.
New York Cloak & Suit House
Los Angeles Dock Co.
Simons Brick Co.
THE HIGGINS ESTATE
MACDONALD & DRIVER
JACKSON IRON WORKS
Chapman Brothers Company
J. V. McNEIL CO.
Gurdis, Inc.
Jacoby Bros.
The House of Parrell
Insurance Estate Builders
KELLS & GRANT
Howard & Smith

BOOS BROS. CAFETERIA CO.
Westinghouse Elec. & Mfg. Co.
E. K. WOOD LUMBER CO.
HARRIS & FRANK, Inc.
HOOKER ICE CREAM CO.
LOS ANGELES FURNITURE CO.
Rivers Bros. Co., Inc.
Northwestern Mutual Life Ins. Co.
DRAKE, RILEY & THOMAS
WEST COAST GLASS CO.
J. Brown Co.
LOS ANGELES Mfg. CO.
LOGAN & BRYAN
M. H. Lewis & Co.
Rex White
Hintz & Land of Los Angeles
MARSHALL CORPORATION
FITZGERALD-MUSIC COMPANY
The California Door Company

SOUTHERN CALIFORNIA EDISON COMPANY
Tufts-Lyon Arms Co.
"DESMONDS"
THE J. M. HALE CO.
Gilmore Oil Company
Scully Bros.
BRODIN MILLINERY CO
Los Angeles Water Co.
Fireman's Fund Insurance Company
PACIFIC MANUFACTURING COMPANY
CALIFORNIA COMPANY
WROUGHT-IRON STUDIOS
Fletcher & Cox
Subdividers
WESTERN COSTUME CO.
BURLE HARDWARE MANUFACTURING CO.
LETHERT GOLD SEAL PAINT

Pacific Mutual Life
Fairbanks, Morse & Co.
Union Bank & Trust Co.
VOGUE COMPANY
Silvercrest
E. E. Keet
MEYER & HOLLER
THE AMERICAN LAUNDRY MACHINERY CO.
Wisteria Sweet Shop
GRETHER & GRETHER, Inc.
ANGELUS LEASING CO.
American System of Ratchet Drive
SANTA MONICA LAND AND WATER CO.
THE VAQUERO LINE
Security Life Insurance Co. of America
MYERS DARLING & HINTON CO.
BROADWAY FLORIST
Stephens-Adamson Mfg. Co.
TARR & McNEIL CORPORATION
Schmidt and Ryan, Realtors
PACIFIC DOOR AND SASH COMPANY

GRAND CENTRAL PUBLIC MARKET, Inc.
U. S. Promotion Service
Barker Bros.
Complete Furnishers of Successful Homes
THE PACIFIC CLAY PRODUCTS, Inc.
AMERICAN FRUIT GROWERS Inc.
Wetherby-Kayser Shoe Company
HARRY ERIK & COMPANY
E. W. REYNOLDS CO.
WM. R. STAATS CO.
CRANE CO.
LOS ANGELES, CALIF.
BIRNBAUM INV. CO.
J. M. OVERELL FURNITURE CO.
THE CELITE COMPANY
THE A. I. ROOT COMPANY
PELTON & LEVEE, Inc.
J. W. LEWIS CO.
Marshutz Optical Co.
BARNES MUSIC CO.

Elite Catering Co
SMITH BOOTH USHER CO.
THE MUTUAL LIFE INS. CO. OF NEW YORK
JANSS INVESTMENT CO
PETTIPA'S CONFISERIE
WESTERN MUTUAL LIFE ASSN.
Great Republic Life Insurance Company
MARKWELL & COMPANY
MITCHELL-TULLY & CO
J. R. BRUNING
MORTGAGE GUARANTEE COMPANY
Medical Service Corporation
ENGINEERING SERVICE CO.
STEPHENS & CO.
R. H. Moulton & Company
Technical Glass Company, Inc.
HOWLAND & DEWEY CO.
WILSON & CO., INC. OF CALIFORNIA
DAILY JOURNAL COMPANY

The Broadway Department Store Closes at One o'Clock on Saturdays!

Silver Plated Bud Vases, $1.

Fringe Hair Nets, 50c Dozen.

Chamoisette Gloves 95c.

Metal Bag Tops at $1.45 and $1.95.

50 Dozen Allied Official Golf Balls, $5.75 Dozen.

15-Gallon Drums of Zerolene Oil, $8.95.

150 Silk Overblouses, $8.95.

100 Wonderful New Linen Dresses, $9.95.

100 Corduroy Robes at $4.95.

The Stage Is Set—All Is Ready for The Broadway Department Store's

Annual Clearance

That Opens on

Wednesday

January 2, 1924

Our Only Clearance of the Year Continuing Until January 31

Furs Featured at 1-4 Less.

Samples of Men's Golf Hose, $1.65 pair.

Women's Silk and Fiber Knitted Vests, 95c.

1000 Pairs Cords for Mirrors, $1.00 Pair.

2400 Pairs Stamped Pillow Tubing, 75c.

New Spring Hats at $7.85.

Pequot Pillow Cases at 39c.

Girls' Wool Sweaters at $5.95.

Women's Sweaters at $2.95.

WE call it more than an ordinary clearance, for it reaches out into the markets of the world. It is a clearance not only of our stocks but to a certain degree, a clearance of the stocks of some of the leading manufacturers in America.

Hundreds of Items

—only hinted at in our advertising columns are on display—so numerous are the assortments that we cannot begin to tell you about them! But we do urge you to come to the store, look through the departments and follow the Clearance signs.

THIS Annual Clearance has been judged as one of the outstanding and foremost merchandising achievements in Los Angeles. An event of vital interest to every home in Southern California. It stands high because of

The Excellent Merchandise

—and the extraordinarily low prices. Now is the time for you to fulfill your family, household, and personal needs, when you can save on every dollar you spend. This is indeed an "economy" time!

Remember, Thousands and Thousands of Dollars' Worth of Merchandise Will Be on Display at Lowered or Low Prices—Beginning Wednesday

January Silk Sale

Silver, Gold and Velvet Brocades, $5.95 Yard

WONDERFUL news! This merchandise is priced wholesale ever so much more than we are asking. New exclusive designs in both domestic and imported weaves are shown. Women who know the remarkable value of the fabrics will buy yards at this low price, Wednesday.

Yards and yards of printed crepe de chine, $3.95.

Yards and yards of printed crepe de chine, $2.95.

Yards and yards of printed crepe de chine, $1.95.

Yards and yards of printed georgettes, $1.95 yard.

Two-tone taffetas featured at $1.79 yd.

40-inch crepe de chine in colors, $1.39.

40-inch satin Princess in colors, $2.95.

40-inch satin Canton in colors at $2.79.

Danella cape crepe in black and colors, $4.95.

Pile Woolens Less than Wholesale Price at $4.95

Imagine obtaining pile woolens for less than wholesale price! Remarkable! In black, seal, tobacco, gray, navy, henna and tan. Camel's hair coating in plain plaids.

40-inch Chiffon Broadcloth, $2.95.

54-inch Yalama Coatings at $2.95.

—The Broadway—Second Floor

New Spring Frocks $19.75 and $35.00

HUNDREDS of frocks are assembled for the January Clearance at prices decidedly low and worthwhile.

—The frocks at $19.75 are of Canton crepe, crepe de chine, taffeta, Poiret twill and fine wool checks. They come direct from the Eastern markets, showing the new style tendencies of spring. Also some lines from regular stock are represented—all at the low price of $19.75.

—The frocks at $35.00 are beautiful—frocks of satin Canton, taffeta, wool crepe, Poiret twill, flat crepe and crepe de chine. New spring shades are represented, including Copenhagen, tortoise shell, bluette, cocoa, beige, gray, black, navy and brown. Of course, the price is ridiculously low at $35.00.

Also Coats, Capes and Suits Featured at $35.00

—The Broadway—Third Floor.

Sale of New Undermuslins

Hundreds of Lovely Undergarments Included

ONCE again our Annual Undermuslin Sale rolls around, and this time with thousands of dollars' worth of new, beautiful silk underwear, hand-embroidered Philippine gowns and fine undermuslins, priced so low that it will give almost every woman the opportunity to purchase to her heart's content.

Silk Chemises at $2.89
—Of crepe de chine, made up according to our own specifications, trimmed with fine lace. Many lovely shades.

Philippine Hand-Embroidered Gowns, $2.89
—Exquisitely embroidered garments, finished with tiny hand made scallops.

Silk Underwear at $4.95
—Radium slips and crepe de chine or radium chemises and gowns in tailored or lace trimmed styles. Pastel shades.

Underwear at $1.89
—Silk chemises in flesh, orchid, pink and peach; Philippine hand embroidered gowns in pretty styles.

Wash Satin Petticoats, $3.89
—Fully lined, making them shadow proof. White or flesh! lace trimmed.

New Silk Chemises and Silk Gowns at $3.89

—This is one of the most important features of the sale—the chemises are of crepe de chine and radium showing pastel colorings. Lace trims them—real filet in some cases; the gowns are of crepe de chine in flesh, peach or orchid; trimmed with lace; 40 dozen to offer.

—The Broadway—Second Floor.

The Broadway Department Store

BROADWAY—FOURTH AND HILL. ARTHUR LETTS, JR., PRESIDENT

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CLASSIFIED RATES

(Effective April 15, 1923.)

Rates are based on the estimate six words to a line. Count the number of words in your ad and figure the amount at the rate for Classified Advertising in the LOS ANGELES TIMES as follows:

1 line for each insertion in the DAILY TIMES and the 1 line for each insertion in the SUNDAY TIMES.

Daily, Six Sunday, One Week.

Daily, Six Sunday, Per Month.

Daily, Six Sunday, Per Year.

Daily, Six Sunday, 26 consecutive times.

Minimum charge, One daily, Six Sun.

Rates for all classifications except those listed below: Automobiles, Business Notices, "Personals," "Financial Notices," "Strayed," "Lost," "Found," "Stocks and Bonds," Lodges, Societies and Jewelry, "Professional," "Help Wanted," "Situations Wanted," "Rooms," "Rooms and Board," "Houses," "To Let," "For Sale," "Miscellaneous," "Real Estate," "Wanted to Buy," "Business Opportunities," "Agents and Canvassers," "Poultry and Pet Stock," "Musical Instruments," "Articles for Exchange," "Lost and Found," "Wearing Apparel," "Miscellaneous Articles," "Miscellaneous Wants," "Miscellaneous Notices," "Miscellaneous Business," "Miscellaneous Real Estate," "Miscellaneous Loans," "Miscellaneous Financial," "Miscellaneous Wants," "Miscellaneous Rates," "Miscellaneous Rooms," "Miscellaneous Boarding," "Miscellaneous Houses," "Miscellaneous Lots," "Miscellaneous Acreage," "Miscellaneous Miscellaneous," "Miscellaneous Automobiles," "Miscellaneous Trucks," "Miscellaneous Tractors," "Miscellaneous 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WANTED—HELP—Male

Salesmen and Solicitors

SALESMEN
and
SUBDIVISION CREW MANAGERS
for
FERNANGELES

Yes, you know the "Valley" has already learned that Mr. Cecil B. De Mille and associates recently purchased the 160 acres at the "Y" (Lankershim Blvd. and San Fernando Road) with the idea of laying out residences for the "stars" of the future. Distance from Los Angeles, Burbank and San Fernando is only 15 minutes. Subdivision for 300,000 population is next for progressive realtors. "Business center" at this point. Contractors' teams now working putting in the improvements. A fix-or-pay building will be erected immediately at the "Y." About 300 lots 50x150 ft. many of them priced so low as $600. Business lots on the boulevards as low as $2000. Other good business lots $2 per ft. to $4000. Terms very reasonable. Our building program is the best in Los Angeles. Temporary office on the ground. Investment is limited. Own payment as low as $300. Starts the contract or building a modern, modern home or bungalow and garage. Men and women capable of organizing and directing crews of solicitors and sales people will be given an attractive proposition; give name and phone number with first letter. We will find it to their advantage to investigate at once—as a connection with FERNANGELES is worth while and it will be permanent if desired. Call at office on "Y" corner of Lankershim Boulevard and San Fernando Road.)
Ask for
L. F. Childs, Asst. Sales Manager.

FERNANGELES
of
THE HOLLYWOOD CORPORATION
A. A. Gilbo, Sales Mgr.
0618 Hollywood Boulevard
Hollywood

SALESMEN AND WOMEN.
OPENING THREE LECTURES
THURSDAY EVE., JANUARY 3.
No one admitted after 7:30 p.m.
Silver, gas-filled lamps; stay away; AT STRATHONE HALL, 252 S. HILL.
BY A STAR LECTURER
AND VOCATIONAL EXPERT.
THE SALESMANSHIP HEAD FOR SO. CAL. AND ARIZONA OF LASALLE EXT. UNIV.
Greatest business training in world"
SUBJECT.
"HOW TO CONQUER TIMIDITY & FEAR."
"THE PRINCIPLES OF SUCCESS."
"3 STEPS IN MAKING A SALE."
SALESMANSHIP HEAD GIVES THEE VOCATIONAL ADVICE FT. APPOINTMENT ONLY AT SUITE 714, 815 S. HILL. (Entrance) Use last vacant el.

SALESMEN
EXPERIENCE NOT NECESSARY
One of Los Angeles largest and most successful realty companies, which has really wood to work for the largest pay they ever received, has positions avaiable now for live wires.
Experience on train and co-operate with them and our organization is valuable.
Call at 1 PHENOMENAL BLDG.
Or
MR. 218 HAAS BLDG., 312 W. 7TH ST.
(Now Old Bank Bldg., 7th & Broad.)

CITY SALESMAN.
Large glass jobber wants energetic young man who has confidence in his ability, ability, tact, an appearance, and good habits. Not afraid of hard work and able to keep on the job constantly; take quantities from blue prints and make estimates. Produce clean cut and able salesman. Previous glass experience not essential but preference to those in allied lines. Car essential. Salary based on ability. Opportunity for steady employment and easy to bring full details of your letter, including age, previous experience and salary expected. All applications received in strict confidence. Address E. box 947, TIMES BRANCH.

SALESMEN
We can show you a real opportunity; if you are willing to do something with your time, for we have the finest item on the market; if you can use your spare time and if you are a go-getter, we want to get in touch with you personally. If you are not a salesman, but a real worker, we can offer you a connection that will prove to be worth while and it will be permanent if desired. Call at office on Hollywood Boulevard and San Fernando Road.) Ask for Mr. Childs.
HOLLYWOOD REALTY CO.
6618 Hollywood Boulevard
Hollywood

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FOR REAL ESTATE SALESWORK
Wanted for permanent position three of high-class young, energetic, reliable men; neatness or dissolving their present old records; young men having good address or telephone personality; young men having had experience and desiring substantial connection; references required; call at office of Mr. Hollingsworth, 1st floor, Hollingsworth Bldg., 7th and Hope sts.

SALESMEN
To sell Mah-jongg and chess sets. Level experience and references required. Apply in person. Ask for Mr. L. W. Anderson, Mgr. Room 207, Story Bldg.
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Distributors of Parker '51
1616 S. Figueroa st.

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SECURITY SALESMEN — FIVE HIGH-GRADE EXPERIENCED MEN AT ONCE TO WORK ON NEW PLAN OF CO. THAT IS BOUND TO MAKE GOOD; COMPLETION OF 1923 FIELD OF THE COUNTY NOW EARNING OVER 2 YEARS TEN PER CENT; EARNINGS INCREASED PER ANNUM; HIGHEST CONDITIONS AND PAID OUT OF LEADS FURNISHED; NOT A LIVE LEAD FURNISHED; DON'T CALL, UNLESS YOU ARE A PRODUCER. 9 TO 12 A.M. 3040 WASHINGTON BLDG.

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WATCHMAKER—One that can begin by assisting; factory has a good proposition for the right party. Call Tuesday, 10 a. m. FISCHER, 104 W. 5th.

WANTED—Ornamental and structural ironworkers; call Monday morning. ENOCH MACHINE IRON WORKS, 1059 Magnolia, Vernon.

WANTED—Electrician familiar with electric signs; must be able to read blue prints; state experience, age, salary expected. Apply 512 E. 12TH ST. See Mr. Morehouse.

2 ROUGH iron chasers; makers to make 2 new chasers. SCHWEINHART & ALEXANDER CO., 1239 W. Pico.

WANTED—Competent operator for general automobile repair work; state wages expected. Call 605 So. BIG ST., near 7th.

WANTED—Sheet metal workers, experienced on electrical sign work. Apply 513 E. 12th st. See Mr. Morehouse.

FLOOR layer, Apply 1235 SUNSET BLVD., 7 o'clock Wednesday morning ready to work.

FINISHING carpenter, 38. 749 N. EL CENTRO.

BAKER—Boy, short hours. MAXIM'S, 619 S. Grand.

WANTED—Shingler, first today, $1.25 per 1000. Exar roof. 2S1446.

WELDING, electric and oxy-acet., short course, pos. av. 113 W. WASHINGTON.

WANTED—Carpenter, $7 day. Apply 5214 ARROYO GLEN ST. Phone Garvanza 1962.

WANT A1 tender and body repair man. 1000 E. MAIN. Address L. box 242, TIMES BRANCH.

EXPERIENCED soliciting salesman for Los Angeles territory old established concern. Must own car and work on 10% basis. Address S. box 981, TIMES BRANCH.

WANTED—Experienced roofing salesman for Pacific Coast territory; must be capable of handling men; state age, experience and salary expected. Address Box 1, TIMES BRANCH.

SALESMEN—
THE ONLY THING THAT
EVER HAPPENED
Is that you will see, if you are ready when we have it to sell. Don't wait for it to happen, you are looking for employment with excellent pay; goods furnished and sold on credit to you.
901-2-3 G. CHAPMAN BLDG.
8TH AND BROADWAY

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WANTED—
To Rent.
Houses.

WANTED TO RENT, FURNISHED, FROM JAN. 15 TO MAY 15, 6-ROOM BUNGALOW, 2 BATHS, NEAR HOOVER SCHOOL; MUST BE WOOD FINISH; REFERENCES GIVEN; RENT $60 TO $65. OWNER, 1000 W. 37TH ST. WESTERN.

SMALL BUNGALOW, AROUND HOOVER SCHOOL; MODERN AND NEAT; $50 OR UNDER. EASTERN, 3000 STATE STREET.

WANTED—3 or 4 rooms, unfurnished, for cash; must be cheap. Call 3:30 to 5:30 p. m. 1000 W. 37TH ST.

WANTED—10 or 15-room house, unfurnished, for cash or exchange. Call 3:30 to 5:30 p. m. 1000 W. 37TH ST.

Stores, Offices, Business Prp.

SMALL apartment with garage or 4 or 5-room cottage; must be cheap and in good condition. Call 3:30 to 5:30 p. m. 1000 W. 37TH ST.

WANTED—Storeroom with floor space of at least 5000 sq. ft. for storing and packing goods. Address P. O. Box A, railway agent, Santa Fe Ave. Phone 870648.

RENT or right to sell small factory, building or business; will pay cash. Address 1000 W. 37TH ST.

WANTED—Small office, 2 or 3 rooms, in good location; must be cheap. Call 3:30 to 5:30 p. m. 1000 W. 37TH ST.

WANTED—Suite offices, 2 or 3 rooms, in good location; must be cheap. Call 3:30 to 5:30 p. m. 1000 W. 37TH ST.

ANNOUNCEMENT

The following subjects will be discussed with credit THIS EVENING by duly licensed practitioners:

West and Northwest

Subject, all sorts of talk; every one is welcome. Subject, all sorts of talk; every one is welcome. Subject, all sorts of talk; every one is welcome. Subject, all sorts of talk; every one is welcome.

South and Southwest

Subject, all sorts of talk; every one is welcome. Subject, all sorts of talk; every one is welcome. Subject, all sorts of talk; every one is welcome. Subject, all sorts of talk; every one is welcome.

TO LET—ROOMS—
Furnished

West and Northwest

ROOM, newly furn., nr. car; $15 mo. 1017 W. 36TH ST.

ROOM, nicely furnished, for 1 or 2 gentlemen

TO LET—
Or Lease

Stores and Shops

STORES—SHOPPES

Between Figueroa and Vermont
5c to $10c Sq. Ft.

We have what you want, large or small store, rentals $50 to $1000 per month. Have merged front locations with long lease for the following business:
Millinery—Dressmaker—Furrier
Beauty Parlor—Furniture—Rugs
Drugist—Restaurant—Market
Hardware—Tank & Mill—Jeweler
Novelties—Dry Goods—Gowns
Draperies—Art Studio—Shoes
Barber Shop—Tea Room—Opticians
And others.

We will build to suit your requirements.
The congested district and present parking laws are driving your customers to your competitors. Act before rents in this district increase in price. Others are getting the business that is rightfully yours.
We specialize on 7th st., the rival of New York's 5th Avenue.
SHAW & MERNIN
427 MERCHANTS' NAT'L BANK BLDG.
Bdwy. 1966.

For Lease
"NOTHING BUT BUSINESS PROPERTIES"
"Your Neighborhood Store"
Corner store, 17x70 ft. on Washington st. Long lease, reasonable rent with good window display.
"What business would not pay better in a corner grocery?"
Let's Discuss It
W. ROSS CAMPBELL COMPANY
732-14 so. Spring st. Phone 82-1177.

AUTOMOBILE SALESROOM AND GARAGE
EXCEPTIONAL LOCATION. NEW BLDG. BEING ERECTED ON EAST 7TH, CLOSE TO CENTRAL AVENUE. CAN ARRANGE SPACE TO SUIT. SEE A. M. ARMER, ROOM 228 PRODUCE BLDG., 7TH AND CENTRAL.

3 STORES LEFT
EXCEPTIONAL LOCATION, NEW PRODUCE BUILDING, OPPOSITE TERMINAL MARKET, N.E. COR. 7TH & CENTRAL, SUITABLE FOR MOST LINES OF BUSINESS, EXCEPTIONALLY GOOD FOR AUTO ACCESSORIES, GROCERY & MEAT MARKET

FOR LEASE—GROUND FLOOR AND LOFT IN 3-STORY BRICK BUILDING ON FIGUEROA ST., NEAR 9TH. SPACE SUITABLE FOR AUTOMOBILE SCHOOL, BUSINESS COLLEGE OR GENERAL SALES OFFICE. EXCELLENT LIGHT; DIVISION PARTITIONS NOW IN-STALLED. SEE OWNER, 1012 VAN NUYS BLDG.

SIX 15x70-foot stores in new building on Sixteenth st. near Western. Chance to locate first in center of high-class residence district.
BUSINESS LEASE DEPT.,
24-hour service trust side store lease.
BURTON & CRAIG
WESTERN AVE. AT 10TH ST.
Phone 58-5951.

FOR LEASE — Ground floor storeroom, 26½x145 ft. deep, together with basement, 33 ft. by 150, suitable for tire or accessory business or automobile house needing large storage space. Olive street near Pico. See owner, 1012 VAN NUYS BLDG.

STORE ON WEST SIDE OF BROADWAY, BETWEEN 9TH AND 10TH STS. 22x70. IMMEDIATE POSSESSION. TERMS. LEASE.
CENTRAL REALTY COMPANY,
M. 2632 1208 LOEW BLDG. M. 2632

FOR RENT—STOREROOM
22x60 ft. on corner 16th and Cherry ave., Long Beach, for drug store. Apply to E. WAUGH, 2315 E. 7th, Long Beach.

FOR RENT—store, new beautiful building. Good business location, suitable for millinery, beauty parlor, confectionery, drug store, etc. 2065 W. JEFFERSON BLVD.

STORE room suitable for shoe store, button or other class business. Ideal location for Washington business district. Owner, 2504 W. WASHINGTON ST. Phone 76843.

FOR LEASE—2 new stores located at 321 BAKER AVE., in the center of Baker business district; great opportunity for any kind of business to be started. Apply at 506 BELAIR AVE.

STORE ROOM in new building, size 16x60 located in West Adams district, suitable for grocery or barber shop. $75. 2145 W. WASHINGTON ST.

TO LEASE.
About 1200 ft. loft space in McCrahan Bldg. 6 & San Angelo sts. No bldg. Apply TURNER, 253 S. Broadway.

STORE or office, with outbuilding store, suitable for market. 943 SEWARD ST., in a rapidly developing section. 4229226.

GROCERY and MEAT MARKET spaces in public market, 3327 W. WASHINGTON ST., corner 4th Ave.

FOR RENT—Factory and store space, 125 GLENDALE BLVD.

STORE Grand ave. at 11th, $150 per mo. 2-room house, $20.00.

STORE for lease, 344 S. Main. Immediate possession. Act quick. MET. 4616.

DRUG store for lease, corner, next to Bonita theater. 51494.

STORES for lease, good location. Grocery for sale. UNV. 6375.

DESIRABLE store, loft above, 1200 sq. ft. in all. 68720. 944 WALL.

2 NEW stores, 6706-6708 S. Main. Reasonable. Owner, 4717 W. ADAMS. 70424.

Offices and Desk Space

OFFICE AND DISPLAY

SPACE FOR LEASE.
Preference to building material displays and sales. Apply
BUILDING MATERIAL ARCADE,
1040 So. Broadway. 1041 S. Main

BEAUTIFUL OFFICE BUILDING
BUNKER HILL AVE. AT WASHINGTON CORNER.
EXCEPTIONALLY LARGE AND WELL LIGHTED OFFICE FOR RENT AT MODERATE PRICE. CALL MR. GUINEY.
WESTERN AVE. AT 10TH ST
700201.

LADY wants to share photographic studio equipment with enterprising person, preferably lady. Full use 3 days a week. Small rent. Address S, box 427, TIMES BRANCH.

FOR RENT—Part light office near elevator, separate phone, for mercantile agency, etc. Would prefer clockmaker, engraver, etc. $25. per month. Room 507 DELTA BLDG.

SEVERAL single and 3-room suites available Jan. 1. Suitable for physician, attorney or manufacturers' agents. No manufacturing allowed. Apply 691 BOSTON BLDG. 316 W. 3rd st.

EXCLUSIVE office, 6th and Figueroa, with use of large reception room, typewriter and mach., etc. $50. Apply 921 W. 6TH ST.

FURNISHED office in prominent building or will sell furniture and short lease. Inquire 604 DETWILER BLDG.

OFFICE space, attractive spacious, particularly desirable for, Stenographer, or use use of switchboard. Inquire of ROOM 31, FIRST FLOOR LOBBY.

LARGE office furnished in mahogany, exception room privileges, telephone connection and service. 1321 WASHINGTON BLDG. Bdwy. 3116.

OFFICE space, 20 0 square feet in center finance district at 8th and Spring; good lease, elevator service. OWNER, 825279.

FOR RENT or for sale, 2 large elegantly furn. private offices. Two telephones. Apply at once, ROOM 1231, Lowe's State.

TO LET—Desk, cuspidor, sunny room, typewriter, $12.50. 428 DOUGLAS BLDG.

FOR RENT—A few good offices for immediate occupancy. Apply room 404 CHAMBER OF COMMERCE BLDG.

HALF of office for rent, suitable for architect and builder. 3055 W. 9TH ST. Phone 568-324.

TO LET—Desk and desk space in beautifully furnished office, 2 phones, $15 & $12.50. 630 S. Mountain floor.

DESK in furnished office, use of phone and services of stenographer if desired. 514 DOUGLAS BLDG.

DESK space for rent, including desk, chairs, typewriter, tel., all conveniences. 2816 CENTRAL AVE. Call Sunday.

DESK OR SPACE IN DESK, OFFICE service, mailing address, typewriting, phone; low rent. 908 HAAS BLDG. Bdwy. 1519.

TO LET—Entire large office completely furnished. Phone and typewriter, $50. 428 DOUGLAS BLDG.

OFFICE & part of reception room, also mat. for stenographer or other business. 510 G. T. JOHNSON BLDG. 07715.

WELL furnished office for rent, suitable for good attorney. Call morning between 9 and 11. 317-19 BANK OF ITALY BLDG.

1 DESK, suitably arranged for physician or dentist. Apply Room 301 MARSH-STRONG BLDG.

DESK room to let in convenient office. Use of desk, chairs and phone. Only $15. 516 BROADWAY CENTRAL BLDG.

DESK, or large window, 728 STORY BLDG. PHONE 64106.

OFFICE space, $12.50 per month. 411 SAN FERNANDO BLDG. 4th and Main.

OFFICES at reasonable rents. COFF BLDG 218 So. Broadway.

FOR RENT—Ground floor office space. APPLY 761 S. SPRING ST.

HALF of office space for rent, real estate, etc. Apply 832 MARSH-STRONG BLDG.

3 OR 5 furnished offices, with telephone, immediate possession. 602 DELTA BLDG.

4th DELTA BLDG., suite of 3 offices, furn., priced to sell quick. 828-854.

FOR RENT—Light, desirable office, $20 per month. 5th Floor. 804 S. SPRING

FRONT furnished office, reception room, telephone, typewriter. 402 DELTA BLDG.

ROLL TOP desk, telephone, typewriter, $5 mo. 633 CHAMBER COMMERCE BLDG.

PRIVATE office, ground floor, suitable for an artist. 208 W. 2ND ST.

SMALL desk with phone service, inquest attendance. 1107 VAN NUYS BLDG.

FASHION office, furnished. Apply M. Ribsch, 1504 Citizens' Nat. Bank.

TO LET—
Or Lease

Offices and Desk Space

NEW OFFICE BLDG. JUST COMPLETED. E. E. COR. 7TH AND CENTRAL AVE. OPPOSITE TERMINAL MARKET. HEART OF INDUSTRIAL DIST. LARGE, LIGHT OFFICES. MODERATE PRICES. GOOD SERVICE.

217 CONSOLIDATED BLDG., beautiful suite front offices for rent.

Industrial and Business Pty.

GROUND LEASE.
FLOWER STREET BUSINESS PROPERTY, 150x150 to alley for 50 years, near Eleventh street. Reasonable.

WILL BUILD.
MODERN GARAGE or BODY WORKS, 50x175, West 16th st. One-story 20x40 office. Orig. Long lease.
"Let's Talk It Over."
R. C. MITCHELL COMPANY.
Ask for Mr. Devenish when you Phone 871308. Suite 818 Van Nuys Bldg.

FOR LEASE
on 16th st. near Figueroa
Lot, 48x167 ft.
Will erect building to suit. Good for light manufacturing, garage or anything pertaining to automobiles.
JOE TOPLITZKY CO.
See Mr. Melkie or Mr. Unger.
205 H. W. Hellman Bldg. 8794451.

99-YEAR LEASE
16th st. near Figueroa.
Lot, 48x167 ft.
Good for garage and light manufacturing.
Only $300 per month.
JOE TOPLITZKY CO.
See Mr. Melkie or Mr. Unger.
205 H. W. Hellman Bldg. 8794451.

1800 YARDS from sixth and Broadway, 28,400 feet. Basement, first and second floors. Fronting on two private paved streets. Santa Fe and Southern Pacific trackage in rear. Average 2.3 cents per square foot. Two smaller spaces on ground floor with trackage at 4c foot. No agents, please. LOS ANGELES PUBLIC MARKET COMPANY. Phone 870457.

FOR RENT—
ALL OR PART OF LOFT ON SECOND FLOOR 50x150 AT 917 SOUTH BROADWAY.
CENTRAL REALTY COMPANY
1208 LOEW BLDG.
MAIN 3923. MAIN 3923.

FOR RENT—One-story substantial building located at 400 West Ave. 26. Suitable for factory or other purposes. Will lease for 10 or more years. $50 per month.
CHARLES O. NOURSE, suite 1017 Title Insurance Bldg. Phone 820-851.

MARKET space, 15x25 ft., for high-class bakery or confectionery store in community market on Hollywood Blvd. and Vermont Ave. See MR. WRIGHT of WRIGHT & HOGAN, 1066 No. Vermont. 598175.

FOR RENT—Ground-floor, approximately 600 sq. ft., suitable for warehouse or light manufacturing business; downtown location, close to transportation; depot; 6th st. or call 301 NEW HIGH ST.

WILL rent our completely equipped factory on short notice. Will change over to do job work. Apply P. O. Box 1340, ARCADE STA., L. A.

OIL STATION LOCATIONS.
Northwest Cor. Main and Manchester.
Southwest Cor. Brent and Slauson.
Owner, 215 WEST 7TH ST. Rm. 534.

FOR RENT—(Sub-lease) Building on store, 40x140, lease for four years at $225 per month.
CENTRAL REALTY COMPANY,
Main 3923. 1208 Loew Bldg. Main 3923.

LARGE modern brick bldg. 50x150, close in, suitable storage, mfg. or garage. Inquire 909 S. LOS ANGELES ST.

LOFT for factory or sales room, centrally located, fine light; 2nd floor, 6/3x50. 6170 Inc. All or part. 639 S. SAN PEDRO.

FOR LEASE—Store (corner) 24x40; HUMBOLT 7827.

NEW building, garage or factory, $72.50 to alley. 772 CROCKER. $223. 874608.

Farming and Ranch Lands

A NICE five acres in fruit, berries, walnuts. On the coast paved highway between Los Angeles and San Francisco. Good house, barn and poultry yards. Fine corner for an oil station and waystide store. Near summit. If you have money and not afraid to work here is a chance to get ahead. Inquire at 1008 BEACON AVE. L. A.

40 ACRES garden soil and 30 acres alfalfa, good house, plenty water, all level; no hard work for rent. 1124 BLACK BLDG.

TO LET—FLATS, HOUSES, APTS.—With Furniture for Sale

APT. HOUSE LEASE AND FURNITURE
40-room apartment house with a fine income of $1000 per month. 5-year lease at only $14.50 per room. Convenient to stores, transportation and in the heart of Wilshire District. This is a proposition that should not be overlooked by those interested in this class of income property. $12,500 will handle. Call Mr. Touhey.
BURNHAM COMPANY,
Western ave. at 10th st.
700-651

90-YEAR LEASE
16th Street near Figueroa.
Lot, 48x167 ft.
Good for garage and light manufacturing.
Only $300 per month.
JOE TOPLITZKY CO.
See Mr. Melkie or Mr. Unger.
205 H. W. Hellman Bldg. 8794451.

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1208 LOEW BLDG.
MAIN 3923. MAIN 3923.

FOR RENT—Grocery salesstand building located at 400 West Ave. 26. Suitable for factory or other purposes. Will lease for 10 or more years. $50 per month.
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FOR RENT—Store, new beautiful building. Good business location, suitable for millinery, beauty parlor, confectionery, drug store, etc. 2065 W. JEFFERSON BLVD.

STORE room suitable for shoe store, button or other class business. Ideal location for Washington business district. Owner, 2504 W. WASHINGTON ST. Phone 76843.

FOR LEASE—2 new stores located at 321 BAKER AVE., in the center of Baker business district; great opportunity for any kind of business to be started. Apply at 506 BELAIR AVE.

STORE ROOM in new building, size 16x60 located in West Adams district, suitable for grocery or barber shop. $75. 2145 W. WASHINGTON ST.

TO LEASE.
About 1200 ft. loft space in McCrahan Bldg. 6 & San Angelo sts. No bldg. Apply TURNER, 253 S. Broadway.

STORE or office, with outbuilding store, suitable for market. 943 SEWARD ST., in a rapidly developing section. 4229226.

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DRUG store for lease, corner, next to Bonita theater. 51494.

STORES for lease, good location. Grocery for sale. UNV. 6375.

DESIRABLE store, loft above, 1200 sq. ft. in all. 68720. 944 WALL.

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EXCEPTIONALLY LARGE AND WELL LIGHTED OFFICE FOR RENT AT MODERATE PRICE. CALL MR. GUINEY.
WESTERN AVE. AT 10TH ST
700201.

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OFFICE space, attractive spacious, particularly desirable for, Stenographer, or use use of switchboard. Inquire of ROOM 31, FIRST FLOOR LOBBY.

LARGE office furnished in mahogany, exception room privileges, telephone connection and service. 1321 WASHINGTON BLDG. Bdwy. 3116.

OFFICE space, 20 0 square feet in center finance district at 8th and Spring; good lease, elevator service. OWNER, 825279.

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DESK space for rent, including desk, chairs, typewriter, tel., all conveniences. 2816 CENTRAL AVE. Call Sunday.

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TO LET—Entire large office completely furnished. Phone and typewriter, $50. 428 DOUGLAS BLDG.

OFFICE & part of reception room, also mat. for stenographer or other business. 510 G. T. JOHNSON BLDG. 07715.

WELL furnished office for rent, suitable for good attorney. Call morning between 9 and 11. 317-19 BANK OF ITALY BLDG.

1 DESK, suitably arranged for physician or dentist. Apply Room 301 MARSH-STRONG BLDG.

DESK room to let in convenient office. Use of desk, chairs and phone. Only $15. 516 BROADWAY CENTRAL BLDG.

DESK, or large window, 728 STORY BLDG. PHONE 64106.

OFFICE space, $12.50 per month. 411 SAN FERNANDO BLDG. 4th and Main.

OFFICES at reasonable rents. COFF BLDG 218 So. Broadway.

FOR RENT—Ground floor office space. APPLY 761 S. SPRING ST.

HALF of office space for rent, real estate, etc. Apply 832 MARSH-STRONG BLDG.

3 OR 5 furnished offices, with telephone, immediate possession. 602 DELTA BLDG.

4th DELTA BLDG., suite of 3 offices, furn., priced to sell quick. 828-854.

FOR RENT—Light, desirable office, $20 per month. 5th Floor. 804 S. SPRING

FRONT furnished office, reception room, telephone, typewriter. 402 DELTA BLDG.

ROLL TOP desk, telephone, typewriter, $5 mo. 633 CHAMBER COMMERCE BLDG.

PRIVATE office, ground floor, suitable for an artist. 208 W. 2ND ST.

SMALL desk with phone service, inquest attendance. 1107 VAN NUYS BLDG.

FASHION office, furnished. Apply M. Ribsch, 1504 Citizens' Nat. Bank.

FURNITURE—HOUSEHOLD GOODS—For Sale, Exchange

GAS RANGES
Detroit Jewel, Garland, Acorn, Buck, Western, Quebec. Get our prices before you buy. New high-oven gas range, guar., inst. connected, $28.75; easy terms.
DETROIT STOVE WORKS.
1522 W. Pico. Open eves. Beacon 3871.

BIRD'S-EYE maple dresser, $22.50; dressing table, $22.50; 3-piece dining set, $28; 5-piece French gray bedroom set, $55; good 9x12 rug, $20. 7-ft. full-size and 3-ft. 6-in. iron beds. Several other pieces. 922 W. 16TH ST.

4 ROOMS beautiful furniture, $295. Bedroom, $95. Parlor, $95. Dining room, 5-pc. overstuffed suite, walnut dining suite, high oven gas range, 2 rugs 9x12, easy terms. Open evenings. 3906 S. VERMONT. Co.

BOX SPRINGS, $35.
Kapok Bed, $18.50 and up.
Cotton Linter mattresses.
COLUMBIA BOX SPRING & MATTRESS CO., 2515 So. Hoover. Beacon 11771.

FOR SALE—Bed, springs, mattresses, writing desk, living-room furniture, by private party. Call 1:30 to 4:30 p.m. and 7:30 a.m. and 6 and 8 p.m. 670 S. KINGSLEY DR.

OIL painting, cost $100. Sacrifice for $25, worth more. 2 units, 2 wells & P. Springs producing. Cost $675 each. Take $45 each. 1410 E. HOBART.

COMPLETE furnishings for five rooms, in good condition, with or without player; piano. 4061½ OAKWOOD AVE. Drexel 2232.

3 PIECES ivory or French gray bedroom set, including bed, dresser and chiffonier, $295. PARAMOUNT FURNITURE CO., 632 N. Western. Open evenings.

2 LUXURIOUS velour rugs, unused 10x12 Chinese design, reception room, 1 mahogany color, Queen Anne reclining for $700 apiece. PHONE 421-750.

SIMMONS day bed, walnut dining and bedroom suites, living-room set, desk, gasoline table, lamp, rugs, furniture, tea rooms to be SACRIFICED. 4006 W. PICO.

4 ROOMS oak and ivory furniture, rugs and gas range; all new. Bargain. Bargain.
Thirty-one Twenty-three So. Main.

FURNITURE—HOUSEHOLD GOODS—For Sale, Exchange

LARGE MANUFACTURER
SELLS DIRECT TO YOU.

Save dealers profit. We operate 2 factories for bedroom and living room furniture. Don't fail to see these wonderful values.
5-piece bedroom suite, $89. Includes beautiful dresser, massive bed in real chest-of-drawers, night table and chair, all beveled plate mirrors.
Large luxurious 3-piece living room suite, $295.
9-piece hand-decorated breakfast set, $27.50.
Queen Ann dining room suite, $52.50.
FRED K. MOORE FURNITURE FACTORIES
3521 Whittier Blvd. Car K going east to 7th, get off at SPENCE.
OPEN EVENINGS.

MUST CLEAR HOUSE.
REDUCED 50 PER CENT.
ENTIRE STOCK TO GO
AT THESE LOWEST PRICES.
OPEN EVENINGS. LIBERAL TERMS.
Simmons 3-pc. bed outfits ..... $ 4.65
2-in. post beds 7.00
$ 65 walnut dining set 49.50
60-fabric rugs 44.75
$75 2-piece parlor suits 49.50
45 9x12 rugs 22.50
150 two-tone dining suites 67.50
150 9x12 Wilton rugs 75.00
$75 3-piece mahogany suits 49.50
75 floor lamp and shade 9.50
All our furniture reduced in bottom prices.
MAJESTIC FURNITURE CO.,
1607-59 N. WESTERN AVE.

OUR ANNUAL MIDWINTER CLEARANCE SALE OF FINE GRADE FURNITURE OFFERS YOU MANY OPPORTUNITIES. BUY NOW AND SAVE 50%. Large selection of DINING ROOM FURNITURE in newest designs and coverings to choose from. MAHOGANY DAVENPORT, HAND CARVED FRAME, extra large seat, the last word in 1924, $250. over. BEDROOM & DINING ROOM FURNITURE of all descriptions. Some of these suites to be sold at cost from the wholesale prices. Separate chairs, tables, mirrors, lamps and rugs. Everything must go.
KEIM FURNITURE STUDIO.
2827 So. WESTERN AVE.

FOR SALE—Two 9x12 brown rugs, big bargain. Numerous separate pieces, all fine condition. Cash. Owner, 4932 TENTH AVENUE.

MUST sacrifice furn. 2 bedrooms and living rm. rugs, only used few weeks. 1423 N. KENMORE. 692037.

CHAIRS—FOR RENT. FOLDING CHAIRS, BEDS, TABLES, DISHES, COTS, ETC. LOU GEHLE. 1436 S. MAIN. 288-824.

DE LUXE bath tub and wash stand, new. Reduced price. 1017 S. A. 867-8276-837.

3-PIECE overstuffed set, rug, lamps and fixtures. $19 S. COMMONWEALTH AVE., near 6th.

BEAUTIFUL overstuffed set, rugs, bedroom suite, almost new. 2132 W. 11TH ST.

DAVENPORT, 760018.

FOR SALE—Bedroom, also living room furniture. Prices right. Must sell. 827 SOUTH BONNIE BRAE.

LOTS of slightly used furniture, rugs, gas ranges, will be sold for storage.
1620 S. GRAND AVE.

BEAUTIFUL 9-tone dining set, cost me $75. Sacrifice for $40. New, not a scratch. 1410 S. HOBART.

OVERSTUFFED day bed and rocker in leather; almost new. $85 cash. 542 W. WINDSOR BLVD.

4 COMPLETE rms., beautiful furniture, almost new. Will sell all or any piece half price. 4410 S. 9TH ST. 868-26.

FOR SALE cheap, 8-room apt. furniture to settle estate, reasonable for cash. 7119 S. BROADWAY.

NEARLY new Acorn gas range, side ovens, white enameled, $37. DUNK. 2378.

NEW reed kneehole desk, 3-piece, $25. 415 29TH ST. 296-151.

COMPLETE household furniture for $ rms. With or without flat. BEACON 0871.

FOR bargains in furniture, don't miss Wednesday's auction at 8416 S. MAIN.

FURNITURE sold at auction Wed. 10 a.m. 8218 SO. MAIN.

PARLOR, dining and bedroom furn., sale at session, Wednesday at 8416 S. MAIN.

INGLESIDE 3-piece parlor suite, $39.50. 1 American Par. Co., $20. E. 1st., ed. 0612.

SPECIAL Sheraton bed, complete, $21.75; bed davenport, $24.50. 1920 S. MAIN.

HIGH-GRADE used stoves and ranges, $35. 627 CORLISS ST. or Occidental Col.

TWIN beds complete, full size bed, springs, Boston cocker, dishes. 1202 20th PL.

2 PAIRS red cot, rugs, etc. 1620 W. 21ST. 27.

FOR SALE—High oven Buck range, in good condition. Cheap. UNIV. 1218.

GAS ranges, high oven, $29.50 up. Detroit Jewel, Garland, Quebec. Pioneer. 1527 CENTRAL AVE.

Furniture, Household Goods at Auction

WEDNESDAY, JAN. 23RD, 10 A.M.
8218 S. MAIN.
Wednesday's the big sale of the New Year. It is going to be a winner. It simply must be. This house is overstocked with goods, we are unable to make room for the west of rooms; goods brought in over the holidays and overstocks. No matter how we handle this fine lot of household goods, they must go—give them away if need them out! Liquidation but by them. Furniture, all kinds, all styles, all descriptions, all grades; sets, single pieces; bedroom, dining room, rugs.

WISHING YOU ALL A VERY HAPPY AND PROSPEROUS NEW YEAR.
DAN FELDMAN,
PACIFIC AUCTION HOUSE,
8218 S. Main. Humb. 4517-J.

1924 HAPPY NEW YEAR 1924
WEDNESDAY, JAN. 23RD, 10 A.M.
BIG AUCTION SALE
3436 SO. MAIN

No matter what you need in the line of furniture, furnishings and rugs you may find it at our Wednesday sale. Quality as we have plenty of bedroom, dining room, parlor furniture, Beds, springs, mattresses, any amount of new and used linen, at 4 p.m. sharp, $50 yards of fine Axminster rugs, 9x12 feet; also rugs, all has been sent in to be sold by the sheriff, regardless of value.
SOUTHWEST AUCTION HOUSE
S. BARAK, Auctioneer. Humb. 4198.

COL. C. F. CALHOUN & CO., Inc.
AUCTIONEERS.
4508 S. Main st.
WISH TO EXTEND NEW YEAR'S GREETINGS TO THEIR MANY FRIENDS AND CUSTOMERS.
And hope that it will be possible for them to close the year 1923 with over $180,000 worth of goods sold. Our business will be Friday, January 4, 1924.
Tours for honest auctions.
COL. C. F. CALHOUN & CO., INC.,
AUCTIONEERS.
293-809.

AUCTION
Wednesday, Jan. 2, at 10 a.m.
Grocery Stock and Fixtures
Corner 23th Street and Moneta Avenue
Good clean stock of staple and fancy groceries to be sold in lots to suit the buyer. Note—Fixtures to be sold at 2 p.m. Terms, cash. Everything must go. Inventory finished. Don't miss this sale.
J. P. JOYCE, Auctioneer,
Humboldt 3143

AUCTION
THURSDAY, JAN. 3RD, AT 10 A.M.
3357 S. MAIN ST.
Regular weekly sale. Very full of furniture and furnishings of every description, including 2 player pianos, 2 phonographs.
NOTE: At 2 p.m., miscellaneous restaurant fixtures, also 20 radio cabinets, odd sizes, for cone and be here Thursday.
SECURITY AUCTION HOUSE.
J. P. JOYCE, Auctioneer. Humboldt 3143.

AUCTION
Wednesday, 10 a.m., 2393-5-7 So. Grand. Big all-day sale furniture of every description, including 200 new congoleum rugs, fine living room, dining room and bedroom furniture, pianos, phonographs, lots rugs, anything you may want. Dealers attend. GREAT WESTERN AUCTION CO., E. C. HILL, Auctioneer.

FURNITURE, rugs (all high-grade; 6 rms.) at auction Thurs. 2 p.m. 206 N. Irving Blvd. $650 parlor set, $125; floor lamps, dresser and chair. Everything first-class; also Franklin automobile. S. E. NOLAND, auctioneer.

FURNITURE—HOUSEHOLD GOODS—Wanted

YOU want to sell your furniture. We want to buy. We pay cash at top market prices and make it easy. No trouble to you.
COL. C. F. CALHOUN & CO.
Auctioneer, Inc. 293-809.

WANTED—High-grade furniture and furnishings of a complete home. Unless your furniture and furnishings are extra fine I will not be interested. DREXEL 2432.

WE BUY furniture, rugs and linen of every description and pay the highest cash price. It will pay you to call us.
SOUTHWEST AUCTION HOUSE
Auctioneer. Humboldt 6198.

DON'T SELL
your furniture until you see me. I will pay more for it and remove at your convenience.
Call HUMBOLT 4517-J.

WANTED—Privately, the furniture & furnishings of a complete home, including linens, glass and silverware; will pay all cash. 569250.

THE GREAT WESTERN AUCTION HOUSE will buy your furniture and rugs from one piece to house full. 2310690.

WANTED—Will buy any amount of furniture, complete house full or single pieces. Call HUMBOLT 3143.

USED household and office furn., cash paid. Jack Colyer, buyer. DUHIG'S FURN CO., 329-32 E. 7th st. Phone 824-459.

LADY wishes to purchase complete furnishings, rugs for 6 rooms; or any portion. No dealers. 760-295. BEACON 3028.

WISH to purchase at once, living, dining, bedroom & kitchen furniture, rugs; consider single pieces. Ph. UNIV. 3278.

CALL 282806. Private party wishes to buy furn., rugs, or odd pieces considered.

FURNITURE—HOUSEHOLD GOODS—Wanted

I BUY FOR CASH. FURNITURE AND FURNISHINGS of every description, $10 to $25,000, singles pieces, entire home or apartment-house. FINEST QUALITY or the CHEAPEST. No quality too GOOD or too CHEAP. Pianos, musical instruments, bric-a-brac, linens and bedding. Oriental and domestic rugs, antiques to fast, anything you have to sell for the home. I WILL TAKE POSSESSION AT YOUR CONVENIENCE. If you have furnishings to sell, call me.
YOU WILL LIKE MY METHOD OF DOING BUSINESS.
Ph. 870074. LEWIS S. HART. Ph. 870774

WANTED—FURNITURE FOR SPOT CASH. Complete home or single pieces. All grades. Highest prices paid. CASH ADVANCED on consignments. Call us for best CASH rates. KEMP & HALL AUCTIONEERS. 625-2466.

JUST arrived from the East, want furniture, rugs, linen and dishes. Hum. 4881

2 OR 4 red mahogany dining chairs, colonial design. Leather seats. 4748808.

WANT to buy the whole upholstery of a home; am no dealer. 8295191. 52466.

NEED FURNITURE. WILL PAY CASH CALL HUMBOLT 0290.

MUSICAL INSTRUMENTS—For Sale and Exchange

OUR PIANO DEPARTMENT,
8th Floor.
Shows many tempting piano bargains this week.
Brand New Uprights.....$295
Brand New Players.....$350
Brand New Grands.....$445
Along with many Used Pianos many of which are like new. All at prices to suit your every requirement and plenty of time to pay for them.
HAMBURGER'S.
MUSIC SALONS. 8TH FLOOR.

JANUARY CLEARANCE SALE of Used Pianos, Player-Pianos and Phonographs starts Wednesday morning at 9 a.m.
50 good used pianos, $95 and up. Terms $5 per month and up.
Used Players, $295 and up. Terms $2.50 per week.
Phonographs, all makes, all styles, at big reduction in prices. Some at less than half original cost. Easiest kind of weekly or monthly terms.
Remember, every instrument included in this sale is absolutely guaranteed. Store open evenings.
BARNES MUSIC COMPANY.
231 So. Broadway.

BANJO, ORPHEUM NO. 3. FOR SALE CHEAP. I NEED THE MONEY. 338 E. JEFFERSON. HUMB. 5063

FOR SALE—At a bargain. Must be sold at once; owner moving away. Sweet upright piano, fine tone, good condition. $225. Discount for cash. 1729 OXLEY ST. South Pasadena. Phone (col. 9654.

BROWNING, large art style, with 20 choice records with 50 selections of music, guaranteed like new, $90. 1015 S. GRAND AVE. Open eves.

SEE this Fischer Grand, like new, the best buy in town for $795. Pay $2 $2.50 per week. $8 mo. Open eves. PLATT, 620 S. Bdwy.

SMALL Kimball upright oak case. In very nice condition and a beautiful tone. BARGAIN. Open eves. MUSIC Basement, 716 South Broadway.

FREE Records, $20 worth with $150, used Victrola purchased this week. Victrola, $16. Open Evenings.
307 W. 7th. WURLITZER. 822-021.

BEAUTIFUL Kimball Grand, used much year, fine tone, a real buy for $795. Pay $2.50 week. PLATT, 620 S. Bdwy. Open eves.

VICTOR console, one of the largest and finest tone Victrola Console Period models, slightly used. Cost $400. Sacrifice $225.
607 W. 7th. WURLITZER. 822-021.

FOR RENT—Pianos, new and used, in tone, one month or longer. Rent $3. Chickering, Kimball, Cable, Wellington. 38 Chickering. STORAGE. 437 S. HILL.

RENT a good Piano for the season. Uprights, grands, players. Terms $4, $5, $6 month and up. Open eves. PLATT, 620 S. Bdwy.

HARP grand piano rented, $5 per month up. Harps sold on easy payments. Call later. Priced $395 up to $1500. DANZ, 105 N. Spring at First. Open eves.

PHONOGRAPHS; new 50 models and used machines, wonderful bargains for thrifty shoppers, $10 and up. Terms as low as $1 per week and up. Open eves. PLATT, 620 S. Bdwy.

USED Kimball upright, mahogany case, fine condition, $265. Can be purchased on easy terms. Open evenings.
607 W. 7th. WURLITZER. Open eves.

JUST what you've been waiting for—a used Steinway Grand; fine condition, only $750 to quick buyer. Easy terms. Open eves. PLATT, 620 S. Bdwy.

PAY only $2 a week for this beautiful Chickering Grand, used; a bargain at $650. Open eves. PLATT, 620 S. Bdwy.

LITTLE used Vose, $111. Rent $3 month. Rent applies on buy. DANZ, 105 N. Spring at First. Open eves.

LITTLE used Hardman, $169. Rent $2 month. Rent applies on buy. DANZ, 105 N. Spring at First. Open eves.

USED concert grand by Foley & Williams; special $225. Wonderful buy. Terms.
607 W. 7th. WURLITZER. Open eves.

JUST what you've been waiting for—a used Chickering Grand; fine condition, only $750 to quick buyer. Easy terms. Open eves. PLATT, 620 S. Bdwy.

FORT: VICTOR RECORD selections included with all Victrolas sold this week; when you buy on easy terms at PLATT'S, 620 S. Bdwy. Open eves.

BROWNING, 6 months years, walnut case only $1150. Pay $1.25 week. Open eves. PLATT, 620 S. Bdwy.

STYLE IX VICTROLA, mahogany cabinet, $75. Terms $1 week

AUTOMOBILES, ETC.—Miscellaneous.

START
THE NEW YEAR RIGHT!
PADDLE YOUR OWN
CANOE!
YOU FURNISH THE PADDLE
WE FURNISH THE BOAT.
NOW WHAT DO YOU KNOW
ABOUT THESE PRICES?
ALL 1923 CHEVROLET SPORT MODELS
MAROON PAINT, KHAKI TOP,
NICKEL SHELL AND LIGHTS,
SEAT COVERS, BUMPER.
REGULAR NEW PRICE, $875.
RENEWED PRICE, CHOICE $595.
$155 DOWN, BAL. 12 MOS.
ALL 1922 CHEVROLET SPORT MODELS
PAINTED AND EQUIPPED, SAME AS ABOVE, CHOICE $395.
$105 DOWN, BAL. 12 MOS.
ALL 1923 CHEVROLETS, BLACK HARD, REFINISHED THROUGHOUT.
CHOICE $295.
$79 DOWN, BAL. 1 YEAR.
ALL OTHER MODELS AND MAKES AT GREATLY REDUCED PRICES.
OUR GUARANTEE REMOVES ALL DOUBT AND FEAR.
FREE REPAIRS FOR A DEFINITE PERIOD.
GUESS THIS SEPARATES US FROM THE CURB STONE USED CAR BROKEN EH!
YES, BROTHER, AND IT FORCES US TO PUT OUR CARS OUT RIGHT.
THINK IT OVER. IT MEANS A LOT TO YOUR POCKETBOOK.
LET YOUR CONSCIENCE GUIDE YOU TO
DOWNTOWN CHEVROLET
CLIPPINGER-KINCAID, INC.
E. 7TH AT CERES
7TH AT CENTRAL
INDIANA AT WHITTIER BLVD.
CENTRAL AT INDUSTRIAL
PHONE 876-645
OPEN EVENINGS & SUNDAYS.

PACKARD
USED CAR DEPARTMENT

TWIN SIX	22 PHAE.	$2500
TWIN SIX	21 SEDAN	2000
TWIN SIX	20 TOUR.	1650
TWIN SIX	19 PHAE.	1600
TWIN SIX	19 CABRIOLET	1750
TWIN SIX	17 TOUR.	1000
TWIN SIX	17 TOUR.	1000
TWIN SIX	16 TOUR.	750

PACKARD SINGLE SIXES.

TOUR.	23 5-PASS.	2400
COUPE	22 4-PASS.	2000
SEDAN	22 4-PASS.	2000
TOUR.	21 5-PASS.	1550

OTHER MAKES

BUICK	22 COUPE	$1300
BUICK	22 COUPE	1400
BUICK	21 COUPE	1150
BUICK	21 ROAD.	750
BUICK	21 TOUR.	800
BUICK	18 TOUR.	350
STUDE. 6PT. 5	22 ROAD.	$975
STUDE. 6-6	20 SEDAN	1250
STUDE. 6-6	19 TOUR.	750
WILLYS KNIGHT	24 COACH	1175
WILLYS KNIGHT	23 TOUR.	1150
WILLYS KNIGHT	22 SEDAN	1250
FRANKLIN	22 SEDAN	$1800
FRANKLIN	20 SEDAN	1400
NASH	22 SEDAN	1250
NASH	22 TRUCK	1000
CADILAC	23 SEDAN	$2400
CADILAC	22 PHAE	2250
CADILAC	19 LIMO	1250
CADILAC	16 TOUR	350
MINERVA	23 LIMO	$15,000
PEERLESS	20 TOUR	750
OAKLAND	20 TOUR. Cl. top	750
FORD	23 TOUR	375
DURANT SIX	22 TOUR	$1075
DURANT	23 TOUR	625
CHEVROLET	23 COUPE	625
BUICK	19 TOUR	450
MARMON	19 TOUR	$450
DODGE	22 TOUR	750
JEFFERSON	20 TOUR	750
HUDSON	20 TOUR	1000
VELIE	20 SEDAN	1500
PAIGE	16 COUPE	350

EARL C. ANTHONY, INC.,
1039 S. Hope. KFI. 1012 S. Main. TEL. 878141.

AUTOMOBILES, ETC.—Miscellaneous.

"ASK THE ENVELOPE"

AND KNOW THE TRUTH ABOUT HOWARD USED CARS.
"THE PROOF OF THE PUDDING" IS IN THE EATING.
OUR WORK IS DANGEROUS—ESPECIALLY WHEN IT "COMES TO" BUYING A USED CAR. FACTS DEFINITE FACTS, ENABLE ANY BUYER—MOTORWISE OR OTHERWISE—TO SELECT WISELY THE SORT OF A CAR WHICH WILL YIELD A FULL "SERVICE RETURN" ON THE MONEY EXPENDED. THIS "HOUSE PROVED THOSE FACTS—BY THE "ASK THE ENVELOPE" PLAN—CASH-OUT — CONCLUSIVE AND REVEALING.

TODAY WE OFFER

1923 BUICK SEDAN.
1923 BUICK TOURING.
1922 BUICK SEDAN.
1922 BUICK COACH.
1922 HUP TOURING.

HOWARD USED CARS ON SALE AT THESE 4 STORES:
1923 TO 1927 S. FLOWER.
1122 TO 1128 S. OLIVE.
1126 TO 1140 S. OLIVE.
1208 TO 1212 S. MAIN.
HOWARD AUTO CO.
of Los Angeles.

Trades.

CADILLACS
REDUCED $100 to $200.
10 CARS TO CHOOSE FROM.
Open and Enclosed.
PRICES $450 TO $3850.
Above Can
AT 7TH & BIXEL.
(Dunkirk 1130.)
DON LEE
STOCK REDUCING SALE.
Following Cars
AT 1218 SO. MAIN.
(Phone 283-084.)
ALL POPULAR MAKES.
FORDS TO CADILLACS.
REDUCED $50 TO $200.
TERMS.
PRICES $375 TO $2000.
OPEN NITES—BOTH PLACES.
Trades.

WALTER BROWN SAYS
BUY A USED STAR.
HE WILL REPLACE FREE, ALL DEFECTIVE PARTS FOR ONE-QUARTER OF A YEAR.
SOME GUARANTEE.
Somebody knows Walter Brown's word is no bond. 12 years on Automobile Row, Los Angeles, serving you.
STAR CARS ARE BEST.
A Used Star Car sold by us is the most dependable car we have ever sold. Reasons? Just purchase them. That, they are guaranteed. The motor, transmission, rear axle, frame, hill-climbing and ease of operation equal to no other car in its price class. Come in and see a used value like a new car. There is some one in your neighborhood who owns one. Ask them.
SEEING IS BELIEVING.
So come, see our present stock of light cars is equal to any, if not the best. It is a good time to choose from. Terms to suit your purse. $2700 at $675 down. ANGLIN & SUND, Ford Dealers, 1900 Sunset Blvd. Open Sunday and evenings.

CADILLAC 4-pass. $1850
BUICK TOUR. 900
STUDEBAKER SIXTY. 725
STUDEBAKER SIXTY. 725
LIBERTY SEDAN 1800
BUICK TOUR. 1250
BUICK SPORT MODEL 1250
FORD TOURING 275
And many others to choose from
THOMASON MOTOR CAR CO.
Phone Pico. Open Sun. & Eve. 281598.

PEERLESS 6 touring, $650. Late 1920 model, 55 new paint, new tires, new battery engine overhauled. First class condition, $9845. 4500 S. Vermont. 1092.

HUDSON TOUR., 1920. $450.
Must sell—you can have your own terms. Call today.
1229 SO. FLOWER. BDWY. 2561.

HUDSON, 1920 7-PASS. TOURING is sidemount, dual equipped, Lovela paint, will sell or trade. Priced right. Call Humb. 2581. MR. HEFFNER, evenings Humboldt 7746-W.

HUPP Tour. model N, 1917. Very good throughout. $215. Terms. 4076 SO. VERMONT.

BUP '22 Tr., new paint, practically new cord tires, disc wheels. $975. Terms. 2223 W. WASHINGTON. 73454.

JEWETT 5-pass. touring, good mechanical condition, new paint, finish and tires, fully guaranteed. PAIGE CO. OF SO. CAL. 1127 SO. OLIVE. 87-268.

JEWETT 1922 tour., $795; $295 down. Almost new. 1914 W. WASHINGTON.

JORDAN 1922 TOUR
Flue California top, carries our full guarantee. Terms if desired.
No Brokerage.
Easy Terms.
LORD MOTOR CAR CO.
1201 So. Olive. Phone 824-974.
Open Evenings. Closed Sundays.

LINCOLN, touring-passenger touring, 1923; like new; has had only one owner; is in A1 shape; paint and tires good; price $1650. Terms if desired. 1127 SO. OLIVE. BDWY. 2561.

NASH six 7-pass. touring car. Wonderful condition. Privately owned. Must sell now. F. M. PENTECOST. 1265 N. Western. Phone 472-046.

OAKLAND touring, many extras, sacrificed at $475. Must clear at once. Open Sunday. Branch, WALTER M. BROWN MOTORS, INC., 1032 S. Olive.

OLDSMOBILE 6 touring car, 1922 model. Now, run 6-cylinder coupe, as to it. Branch, WALTER M. BROWN MOTORS, INC., 1032 S. Olive.

OVERLAND TOUR., 1918
Good transportation for only $85. Come quick, today.
1225 S. FLOWER ST. Broadway 2561.

OVERLAND touring, 1921, Mystery model; looks new; carefree, can't use. $75 down. 1127 SO. OLIVE. 87-268.

PACKARD six, 5-pass. tour.; with all accessories; make your own terms; can't be told from new. Need some cash. Terms arranged. Address D, box 61, Times.

PACKARD 23, single 6 touring, has every extra imaginable. Cost $3600 new. Must sell this week. 1200 SUNSET. 476-834.

PACKARD single six touring, 1920, like new, $2250. A. T. STELLAR, 2513 S. Hope.

PAIGE ARIMORE, 1922.
7-passenger, in A-1 mechanical condition, brand new varnish job, good cord tires, disc wheels. This car has only been driven 7000 miles. Can be had for $1250, cash or terms.
OPEN EVENINGS AND SUNDAYS.
CHEVROLET CO.
Figueroa at 16th. 280-091.

PAIGE 66-4 PASS., 1921
The best value in a used car we have ever had. Completely overhauled, $1695. Easy terms. Open evenings.
LYNN C. BURTON, Stearns Dist.
1635 S. Figueroa st. 280-281.

HAYNES 1922, Touring Model 57, fully equipped, 7-pass., like new. Only $1250. Terms. Private owner must sell. GLENDALE 1864-J.

HAYNES touring, 1922, 5-passenger, model 55, new paint, new tires, new battery engine overhauled. First class condition, $9845. 4500 S. Vermont. 1092.

HUDSON TOUR., 1920.
$450.
Must sell—you can have your own terms. Call today.
1229 SO. FLOWER. BDWY. 2561.

HUDSON, 1920 7-PASS. TOURING is sidemount, dual equipped, Lovela paint, will sell or trade. Priced right. Call Humb. 2581. MR. HEFFNER, evenings Humboldt 7746-W.

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JORDAN 1922 TOUR
Flue California top, carries our full guarantee. Terms if desired.
No Brokerage.
Easy Terms.
LORD MOTOR CAR CO.
1201 So. Olive. Phone 824-974.
Open Evenings. Closed Sundays.

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Good transportation for only $85. Come quick, today.
1225 S. FLOWER ST. Broadway 2561.

OVERLAND touring, 1921, Mystery model; looks new; carefree, can't use. $75 down. 1127 SO. OLIVE. 87-268.

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PACKARD 23, single 6 touring, has every extra imaginable. Cost $3600 new. Must sell this week. 1200 SUNSET. 476-834.

PACKARD single six touring, 1920, like new, $2250. A. T. STELLAR, 2513 S. Hope.

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7-passenger, in A-1 mechanical condition, brand new varnish job, good cord tires, disc wheels. This car has only been driven 7000 miles. Can be had for $1250, cash or terms.
OPEN EVENINGS AND SUNDAYS.
CHEVROLET CO.
Figueroa at 16th. 280-091.

PAIGE 66-4 PASS., 1921
The best value in a used car we have ever had. Completely overhauled, $1695. Easy terms. Open evenings.
LYNN C. BURTON, Stearns Dist.
1635 S. Figueroa st. 280-281.

PEERLESS 6 touring, $650. Late 1920 model, 55 new paint, new tires, new battery engine overhauled. First class condition, $9845. 4500 S. Vermont. 1092.

PIERCE-ARROW 7-pass. tour., series 3, dual valve, 48 h.p., overhauled. GUARANTEED. 1000 S. HILL.

RENAULT town car. This is a $14,000 job. Never been used. Price $3000. 1800 SUNSET.

SICKENBACKER, new Sept. 1923, perfect condition. Mileage only 6000. Cash and terms. Private owner. Address R, box 61, Times.

STAR Car, brand-new model C touring. $598.35. 12, 15 or 18 months to pay. Terms. "Marmon" and an early motor as ever seen. Brand new cord tires, bumper, sun visor, etc. Priced right and will sell on easy terms.
Open Evenings and Sunday.
"The House of Individuality."
W. F. HERBERT CO.
Chandler and Cleveland Dist.
1110 So. Flower St. 871-011.

STAR touring, as a leader, $315. You will have to call early for this bargain, only one at such a low price. Branch, WALTER M. BROWN MOTORS, INC., 1032 S. Olive.

STAR TOURING, 1923. Run 2670 miles. Just like new. Must sell quick, $495. Terms. 2223 W. WASHINGTON. 73454.

STAR touring, 1923. Run 2670 miles. Just like new. Must sell quick, $495. Terms. 2223 W. WASHINGTON. 73454.

STAR touring, 1923, $325, terms. OPEN EVENINGS AND SUNDAY. J. A. NADEAU CO., FORD DEALERS. Central at Slauson. Hum. 2240

STAR 1923 tour. driven only 2800 miles, real buy at $595, terms. 1028 S. MAIN.

STUDEBAKER, Special Six Closed Sedan, nearly new, run 5000 miles, cord tires, bumpers and extra tire, splendid condition; also Chevrolet Coupe, like new, with 6 cord tires and extras. Ph. HOLLY. 2870

STUDEBAKER touring in wonderful condition. For quick sale, $675, easy terms. No brokerage. Open evenings and Sunday. CONSOLIDATED AUTO DEALERS' ASSN. 1006 S. Olive st. Phone 61803.

STUDEBAKER touring, late model, mechanically right, $418. A good Dodge is a good buy. Branch, WALTER M. BROWN MOTORS, INC., 1216 S. Olive.

DODGE '21 TOUR. Trade for late Ford, Cord tiret, motor A-1. SHRADER'S, 1310 S. MAIN.

DODGE '19 tour., $395. $106 down. Perfect shape. 1914 W. WASHINGTON.

DURANT TOURING, 1923
$945
$225 DOWN, BAL. VERY EASY
This beautiful little car refinished in beautiful sport color. Thoroughly overhauled and equipped with brand new tires, bumpers, wind deflectors, extra tire, etc.
Our regular price on this Millerized guaranteed Durant is $750; at the big sale price of $945, it is without a bit of doubt the greatest value to be had anywhere.
F. S. MILLER.
Durant—Dealer—Flint
220 W. Pico. 281940. Open Sun. & Eve.

DURANT 1922 Tour. Very good condition throughout. A real bargain, $500, terms. J. W. LEAVITT & CO., 1130 So. Olive.

ESSEX 1921 TOURING, $450—
Excellent condition. Must sacrifice. BOYLE 6033.

FORD TOURING, 1-man top, strtr., spotlight, etc. A-1 shape, good paint, $265.

DUNHAM for FORDS
Authorized FORD Dealer. 1250 W. 7th.

FORD touring '19, regular Ford starter, $75 cash, its a steal. No terms.
NERNET'S DEPENDABLE USED FORDS.
Auth. Ford Dealer. Vermont at 52nd.
Open evenings and Sunday. Ver 0175.
BUY AT NIGHT. LOTS OF LIGHT.

FORD TOURING, 1921. Run-running car, good tires, some extras. You will like this car. $95 will handle, balance E. Z. terms. 1127 SO. OLIVE. 87-268.

FORD TOURING; starter and demo. shocks, speedometer; a good buy for $225.
COBERLY'S BETTER USED FORDS.
1918 S. Main. Open Sun. & eves.

FORD Tour., late 1923 model. A1 condition. Many extras. Reasonable. All cash. 21 PARIN, 3254 Verdugo Rd. Cap. 0091.

FORD touring, current model. If you want one like new for cash, see WALTER M. BROWN MOTORS, INC., 1032 S. Olive.

FORD TOURING, 1919, ONLY $95
New top, good shape, good motor.
1818 SO. MAIN.

FORD 1921 Tour., splendid condition. Shock absorbers, starter. $225. 1547 60TH ST.

FORD touring, many extras, $275, $100 down. 1914 W. WASHINGTON.

FORD TOURING, 1923, $250. TERMS
777 CENTRAL AVE.

FORD, '23 tour., many extras, $375, $150 down. 1914 W. WASHINGTON.

FORD TOURING, 1920 ..... $135
STARTER. 108 W. PICO. PH. 282010

FORD touring, $140. New top and tires, starter. 1046 E. 23RD ST.

FORD—1920 tour., $175. Runs good, has str. and demo. 522 N. WESTERN.

FORD touring, 1922, like new, $525, terms. 777 CENTRAL AVE.

AUTOMOBILES, ETC.—Miscellaneous.

Touring Cars For Sale

BUICK TOURING, 1923—
Rebuilt from radiator to rear axle—new paint, new top and new tires. Guaranteed 90 days. Price $900.
HOWARD AUTOMOBILE COMPANY
of Los Angeles.
1130-40 S. Olive St. 877-063; 645-10.

BUICK, 1923, 7-PASS.
Fine original finish, 6 good tires, mounted on sides, tonneau shield, sun visor, 2 bumpers and other extras. Really a wonderful buy. $785. Terms.
LORD MOTOR CAR CO.
1201 So. Olive. 824-974.

BUICK TOURING
1923 model—4-cyl., the best buy in our place. See it at once.
W. SWANSON
1005 So. Olive. 872-956.

BUICK TOUR., 1923.
$785.
Has spare tire and two bumpers. Call today.
1225 SO. FLOWER. BDWY. 2561.

BUICK, 6-32 tour., 6 cord tires, front and rear bumpers. New paint, $650. Terms. 2223 W. WASHINGTON. 73454.

BUICK, 5-pass. touring, 1923, excellent condition, new rubber. $950. 351-353.

BUICK tour., A-1 shape, $275; forced to sell. 1121 W. 25TH PLACE.

CADILLAC
The best looking car in Los Angeles
LATE 1922 PHAETON.
5 new Miller cord tires, trunk and trunk rack, new $200 special paint, nickel plated kerosene lamps and radiator, extra heavy nickel bumpers, front and rear tonneau windshields and side windshields, motometer and many other extras cost over $4500. Will sell for $2250. If you are looking to buy a new car the Cadillac people will give you $2700 allowance on this car. It is an absolute private car and run, only 10,000 miles. Talk to owner, Mr. Paul, at 2880-70. Terms could be arranged to responsible party.

CADILLAC special phaeton, custom built Burbank top, painted beautiful combination of greens. Wire wheels, two extras carried on side. Air cushions. Sacrifice for $2000. Act quick. Terms. F. M. PENTECOST, 1265 N. Western ave. 472-046.

CADILLAC 4-PASS. PHAETON, 1921
As nice as it is possible for any used car to be. The finish is like new. $1540. Easy terms. Open evenings.
LYNN C. BURTON, Stearns Dist.
1635 S. Figueroa st. 280-281.

1 CADILLAC SPIXIALIS
1918 Cadillac 7-Pass.
1918 Cadillac Touring.
REO MOTOR CAR CO. Used Car Dept. Lot, 12th and Grand. 12th and Hope.

CADILLAC 57, 7-pass., color Mist, Mohawk cords all around, 2 spares, motor rebuilt, original owner, $2750, cash. PHONE, 1185 W. 37th St. Call Bear. 4450.

CADILLAC 8 TOURING
Fine condition. Real bargain for cash. Call MR. DWYER, Humb. 4242.

CHANDLER 7-pass. 1920, good mechanical shape, 37 new cord tires, $750, or will sacrifice at $250. Call at my home, 2081 23RD AVE. No dealers.

CHANDLER tour. 7-pass. Trade for saxophone, phonograph, piano; what have you? BOOGAR & GILLINGHAM, 324 W. Pico.

CHANDLER DISPATCH
1923 MODEL
"REBUILT" and is exactly like a new car. Guaranteed throughout by the Studebaker factory. Refinished in a handsome "elephant gray," distinctive throughout, five wire wheels, cord tires, bumper, motometer and many other extras. A holiday special bargain, liberal terms and payments.
Open Evenings and Sunday.
"The House of Individuality."
W. F. HERBERT CO.
Chandler and Cleveland Dist.
1700 So. Figueroa. 283-313.

CHANDLER 1921 tour. 7-pass., $550, $150 down. Terms obtain. 3 new cord tires. 524 W. PICO. 281472.

CHEVROLET 1922 touring, fully equipped with large steering wheel, bumpers, cowl lights, absolutely motor, finish and tires, $60 down, balance $20 per month.
NERNET'S DEPENDABLE USED FORDS.
Auth. Ford Dealer. Vermont at 52nd.
Open evenings and Sunday. Ver. 0175.
BUY AT NITE—LOTS OF LIGHT.

CHEVROLET 1922 TOURING.
A beauty. Has five tires, tools, curtains, and only $275.
HOWARD AUTOMOBILE COMPANY
of Los Angeles.
1130-40 S. Olive St. 877-063; 645-10.

CHEVROLET 1920 TOUR.—
$95.
One of the best Chevrolet buys in the city. Good condition throughout. Seriously see this.
CALIFORNIA OAKLAND MOTOR CO.
1127-29 So. Olive st.

CHEVROLET '23 TOUR., $450.
Can't be told from new car.
ALL terms if desired.
Lots of extra equipment.
SONOMA MOTOR SALES CO.,
539 S. Los Angeles st. 837-690

CHEVROLET TOURING
1923 Model. Tonneau shields, rear spare, bumpers.
Five tires and tubes thrown in liberal.
H. W. SWANSON
1035 So. Olive. 872-956.

CHEVROLET Tour., 1923. Businesslator. Run very few miles. 90-day guarantee. Liberal discount. Terms. Ask for MR. LUNN. 4070 S. Vermont.

CHEVROLET TOURING, 1922 Good shape and priced to sell quick. SEE THIS W. H. DURHAM. Dealer. 1250 W. 7th.

CHEVROLET touring, 1923. Now shape Excellent buy. $475. Terms. 3220 W. WASHINGTON. 73454.

CHEVROLET, 1923 TOURING.
New Year's Reduction on All Models.
J. V. Baldwin Motor Co., 1154 S. Olive.

CHEVROLET '20. Good cord. Terms. Call evenings and Sun. 1127 E. 27TH ST.

CHEV. '23, tour., $295, $100 down. Has new 1914 W. WASHINGTON.

CLEVELAND LIGHT SIX
1923 Touring.
Entirely REBUILT in our shops and good as new in every way. Guaranteed by us throughout, and by factory service. You can't equal our "REBUILT" jobs anywhere. This one refinished a mighty attractive "Maroon" and an entirely sedan as ever seen. Brand new cord tires, bumper, sun visor, etc. Priced right and will sell on easy terms.
Open Evenings and Sunday.
"The House of Individuality."
W. F. HERBERT CO.
Chandler and Cleveland Dist.
1110 So. Flower St. 871-011.

CUNNINGHAM phaeton, Mechanically perfect. Paint good, khaki top. Will accept terms for quick sale. 474-821.

DODGE tour., 1923, all original cord tires and finish, car has been driven 5000 miles, very low mileage. Terms. PAIGE CO., 37 SO. HILL. 1127 So. Olive. 87-268.

DODGE TOURING, 1923 ..... $195
Open Evenings and Sunday.
Howard Automobile Co. of L. A.
1212 S. Main. Phone 280641.

DODGE touring, 1923, $295. Terms. Open evenings and Sunday. 1212 S. MAIN.

DODGE touring, late model, mechanically right, $418. A good Dodge is a good buy. Branch, WALTER M. BROWN MOTORS, INC., 1216 S. Olive.

DODGE '21 TOUR. Trade for late Ford, Cord tiret, motor A-1. SHRADER'S, 1310 S. MAIN.

DODGE '19 tour., $395. $106 down. Perfect shape. 1914 W. WASHINGTON.

DURANT TOURING, 1923
$945
$225 DOWN, BAL. VERY EASY
This beautiful little car refinished in beautiful sport color. Thoroughly overhauled and equipped with brand new tires, bumpers, wind deflectors, extra tire, etc.
Our regular price on this Millerized guaranteed Durant is $750; at the big sale price of $945, it is without a bit of doubt the greatest value to be had anywhere.
F. S. MILLER.
Durant—Dealer—Flint
220 W. Pico. 281940. Open Sun. & Eve.

DURANT 1922 Tour. Very good condition throughout. A real bargain, $500, terms. J. W. LEAVITT & CO., 1130 So. Olive.

ESSEX 1921 TOURING, $450—
Excellent condition. Must sacrifice. BOYLE 6033.

FORD TOURING, 1-man top, strtr., spotlight, etc. A-1 shape, good paint, $265.

DUNHAM for FORDS
Authorized FORD Dealer. 1250 W. 7th.

FORD touring '19, regular Ford starter, $75 cash, its a steal. No terms.
NERNET'S DEPENDABLE USED FORDS.
Auth. Ford Dealer. Vermont at 52nd.
Open evenings and Sunday. Ver 0175.
BUY AT NIGHT. LOTS OF LIGHT.

FORD TOURING, 1921. Run-running car, good tires, some extras. You will like this car. $95 will handle, balance E. Z. terms. 1127 SO. OLIVE. 87-268.

FORD TOURING; starter and demo. shocks, speedometer; a good buy for $225.
COBERLY'S BETTER USED FORDS.
1918 S. Main. Open Sun. & eves.

FORD Tour., late 1923 model. A1 condition. Many extras. Reasonable. All cash. 21 PARIN, 3254 Verdugo Rd. Cap. 0091.

FORD touring, current model. If you want one like new for cash, see WALTER M. BROWN MOTORS, INC., 1032 S. Olive.

FORD TOURING, 1919, ONLY $95
New top, good shape, good motor.
1818 SO. MAIN.

FORD 1921 Tour., splendid condition. Shock absorbers, starter. $225. 1547 60TH ST.

FORD touring, many extras, $275, $100 down. 1914 W. WASHINGTON.

FORD TOURING, 1923, $250. TERMS
777 CENTRAL AVE.

FORD, '23 tour., many extras, $375, $150 down. 1914 W. WASHINGTON.

FORD TOURING, 1920 ..... $135
STARTER. 108 W. PICO. PH. 282010

FORD touring, $140. New top and tires, starter. 1046 E. 23RD ST.

FORD—1920 tour., $175. Runs good, has str. and demo. 522 N. WESTERN.

FORD touring, 1922, like new, $525, terms. 777 CENTRAL AVE.

AUTOMOBILES, ETC.—Miscellaneous.

Touring Cars For Sale

FORD touring '24, almost brand new, large lock steering wheel, spare tire, etc. Run less than 800 miles. New Ford guarantee, big discount; your own terms.
NERNET'S DEPENDABLE USED FORDS.
Auth. Ford Dealer. Vermont at 52nd.
Open evenings and Sunday. Ver 0175.
BUY AT NIGHT. LOTS OF LIGHT.

FORD TOURINGS '15 to be sold under price $40 up. Some have starters, all in good running order. Liberal terms. See our cars before you buy.
OPEN SUNDAYS AND EVES.
LLOYD L. KING FOR FORDS.
231 N. Pacific Blvd. Hum. 7756.

FORD touring '19, no starter, but good motor, runs fine, bring $45 cash and drive it away. No terms.
NERNET'S DEPENDABLE USED FORDS.
Auth. Ford Dealer. Vermont at 52nd.
Open evenings and Sunday. Ver 0175.
BUY AT NIGHT. LOTS OF LIGHT.

FORD TOURING, 1923, $400—
1924 model. 1350 W. WASHINGTON.

FORD Touring, 1920. Good shape in every way. $135. 2223 W. WASHINGTON. 73454.

GARDNER TOURING, 1922
A dandy little car that should sell for much more than this low price, $575. See our showings.
LYNN C. BURTON, Stearns Dist.
1635 S. Figueroa st. 280-281.

HAYNES 1922, Touring Model 57, fully equipped, 7-pass., like new. Only $1250. Terms. Private owner must sell. GLENDALE 1864-J.

HAYNES touring, 1922, 5-passenger, model 55, new paint, new tires, new battery engine overhauled. First class condition, $9845. 4500 S. Vermont. 1092.

HUDSON TOUR., 1920.
$450.
Must sell—you can have your own terms. Call today.
1229 SO. FLOWER. BDWY. 2561.

HUDSON, 1920 7-PASS. TOURING is sidemount, dual equipped, Lovela paint, will sell or trade. Priced right. Call Humb. 2581. MR. HEFFNER, evenings Humboldt 7746-W.

HUPP Tour. model N, 1917. Very good throughout. $215. Terms. 4076 SO. VERMONT.

BUP '22 Tr., new paint, practically new cord tires, disc wheels. $975. Terms. 2223 W. WASHINGTON. 73454.

JEWETT 5-pass. touring, good mechanical condition, new paint, finish and tires, fully guaranteed. PAIGE CO. OF SO. CAL. 1127 SO. OLIVE. 87-268.

JEWETT 1922 tour., $795; $295 down. Almost new. 1914 W. WASHINGTON.

JORDAN 1922 TOUR
Flue California top, carries our full guarantee. Terms if desired.
No Brokerage.
Easy Terms.
LORD MOTOR CAR CO.
1201 So. Olive. Phone 824-974.
Open Evenings. Closed Sundays.

LINCOLN, touring-passenger touring, 1923; like new; has had only one owner; is in A1 shape; paint and tires good; price $1650. Terms if desired. 1127 SO. OLIVE. BDWY. 2561.

NASH six 7-pass. touring car. Wonderful condition. Privately owned. Must sell now. F. M. PENTECOST. 1265 N. Western. Phone 472-046.

OAKLAND touring, many extras, sacrificed at $475. Must clear at once. Open Sunday. Branch, WALTER M. BROWN MOTORS, INC., 1032 S. Olive.

OLDSMOBILE 6 touring car, 1922 model. Now, run 6-cylinder coupe, as to it. Branch, WALTER M. BROWN MOTORS, INC., 1032 S. Olive.

OVERLAND TOUR., 1918
Good transportation for only $85. Come quick, today.
1225 S. FLOWER ST. Broadway 2561.

OVERLAND touring, 1921, Mystery model; looks new; carefree, can't use. $75 down. 1127 SO. OLIVE. 87-268.

PACKARD six, 5-pass. tour.; with all accessories; make your own terms; can't be told from new. Need some cash. Terms arranged. Address D, box 61, Times.

PACKARD 23, single 6 touring, has every extra imaginable. Cost $3600 new. Must sell this week. 1200 SUNSET. 476-834.

PACKARD single six touring, 1920, like new, $2250. A. T. STELLAR, 2513 S. Hope.

PAIGE ARIMORE, 1922.
7-passenger, in A-1 mechanical condition, brand new varnish job, good cord tires, disc wheels. This car has only been driven 7000 miles. Can be had for $1250, cash or terms.
OPEN EVENINGS AND SUNDAYS.
CHEVROLET CO.
Figueroa at 16th. 280-091.

PAIGE 66-4 PASS., 1921
The best value in a used car we have ever had. Completely overhauled, $1695. Easy terms. Open evenings.
LYNN C. BURTON, Stearns Dist.
1635 S. Figueroa st. 280-281.

PEERLESS 6 touring, $650. Late 1920 model, 55 new paint, new tires, new battery engine overhauled. First class condition, $9845. 4500 S. Vermont. 1092.

PIERCE-ARROW 7-pass. tour., series 3, dual valve, 48 h.p., overhauled. GUARANTEED. 1000 S. HILL.

RENAULT town car. This is a $14,000 job. Never been used. Price $3000. 1800 SUNSET.

SICKENBACKER, new Sept. 1923, perfect condition. Mileage only 6000. Cash and terms. Private owner. Address R, box 61, Times.

STAR Car, brand-new model C touring. $598.35. 12, 15 or 18 months to pay. Terms. "Marmon" and an early motor as ever seen. Brand new cord tires, bumper, sun visor, etc. Priced right and will sell on easy terms.
Open Evenings and Sunday.
"The House of Individuality."
W. F. HERBERT CO.
Chandler and Cleveland Dist.
1110 So. Flower St. 871-011.

STAR touring, as a leader, $315. You will have to call early for this bargain, only one at such a low price. Branch, WALTER M. BROWN MOTORS, INC., 1032 S. Olive.

STAR TOURING, 1923. Run 2670 miles. Just like new. Must sell quick, $495. Terms. 2223 W. WASHINGTON. 73454.

STAR touring, 1923. Run 2670 miles. Just like new. Must sell quick, $495. Terms. 2223 W. WASHINGTON. 73454.

STAR touring, 1923, $325, terms. OPEN EVENINGS AND SUNDAY. J. A. NADEAU CO., FORD DEALERS. Central at Slauson. Hum. 2240

STAR 1923 tour. driven only 2800 miles, real buy at $595, terms. 1028 S. MAIN.

STUDEBAKER, Special Six Closed Sedan, nearly new, run 5000 miles, cord tires, bumpers and extra tire, splendid condition; also Chevrolet Coupe, like new, with 6 cord tires and extras. Ph. HOLLY. 2870

STUDEBAKER touring in wonderful condition. For quick sale, $675, easy terms. No brokerage. Open evenings and Sunday. CONSOLIDATED AUTO DEALERS' ASSN. 1006 S. Olive st. Phone 61803.

STUDEBAKER touring, late model, mechanically right, $418. A good Dodge is a good buy. Branch, WALTER M. BROWN MOTORS, INC., 1216 S. Olive.

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New top, good shape, good motor.
1818 SO. MAIN.

FORD 1921 Tour., splendid condition. Shock absorbers, starter. $225. 1547 60TH ST.

FORD touring, many extras, $275, $100 down. 1914 W. W

HOUSES—
For Sale
Miscellaneous

156 NORTH GOWER.

A HANDSOME SPANISH BUNGALOW IN NEW WINDSOR SQUARE
THREE BEDROOMS
TWO BATHS
$18,500

A small cash payment and balance at $150 per month including interest.

Tremendous living-room with high-ceiled ceiling and exceedingly beautiful open fireplace. Nice side location.

Spacious dining-room, splendid kitchen with tile appointments, two master bedrooms and master bath, tile and maid's room and bath. Double garage.

The lot is 60 feet wide, equipped with automatic sprinkling system. The building is sold brick with red tile roof.

The telephone is installed. Awnings and drapes go with house. Can give immediate possession. There isn't a bungalow in all of New Windsor so fairly priced as this one and with such remarkable terms.

OPEN FOR INSPECTION 1 TO 5.
Drexel 9454. OWNER. Drexel 4551.

OPEN FOR INSPECTION.
CORNER WELLINGTON RD. AND
ST. CHARLES PLACE.
In beautiful Lafayette Square, this palatial residence, built and was built by a doctor for his own occupancy, is offered for sale by A.W. owner of Wellington Road at St. Charles Place. There are 12 rooms and 3 baths, well appointed, with unusual conveniences. There are contemplating building, but all must see this house, and this save the cost of inspection and delay of building.

M. E. HURLEY,
3617 Wilshire Blvd. at Manhattan.
560-349. 567-040.

WILSHIRE HOLIDAY BARGAIN
$16,500 TERMS $16,500

New 8-room stucco bungalow. Immense living-rm., cheerful dining-room, sunny breakfast rm., 2 separate bedrooms with plenty of closets, 2 large tiled baths with shower. Wonderful kitchen with tiled floor, built-in features and every store and up-to-date built-in. Maid's room and bath. Throughout, 2-car garage. The owner has reduced price $2000 under its real value to effect a immediate sale.

If you want a REAL WILSHIRE HOME for less than cost, phone us immediately.

Call MR. RYAN or MR. ROSS, with
FORD & BECKER,
607 So. Western Ave. Dunkirk 1000.

BEAUTIFUL VAN NESS AVE. HOME
A REAL TWO-STORY BARGAIN
Must be sold. Price reduced $2,000. Selling for $22,500. $5,000 cash, $150 per month including interest. Built by owner for his own occupancy with every refined convenience. Large entrance hall. Lovely living-room with impressive fireplace, cheerful breakfast room, panelled dining-room, modern kitchen, three large bedrooms and two bath rooms. 2-car garage. Owner is hoping to dispose in this locality at a sacrifice price, so you certainly considering the purchase of a home, investigate this bargain, don't delay. Let us show you. We are appointment specialists.
Let's Talk It Over."
CLINCH & THURTLE
Main 7711. Realty Board.
438-9 J. W. Western Ave.

$16,000 Phone 560432
TWO-STORY SPANISH
NEAR BEVERLY BLVD.
A beautiful Spanish type home with tile trim, on exceptionally high location. West of Western. Has reception hall, large living room and dining room with antique woodwork, breakfast room, kitchen and pantry, 3 bedrooms and tile bath and shower. Garage. Lot is 50x120. Worth $18,000 value. Extra well built; owner has reason to sell quickly. Call MR. HATCHETTE, Drexel 6473. Evenings 631-662.

OWNER WANTS ACTION
$9750 $9750
Beautiful 5-room bungalow of Spanish architecture located near Wilshire Country Club. Owner has put price $9,500 for quick sale and is willing to take small cash payment. A real home site bargain.

GEORGE MORRIS REALTY CO.
417 S. Western Ave. 560-375.

$16,500
SIX-ROOM WILSHIRE COLONIAL
LOCATED SOUTH OF BEVERLY BLVD.
A very well built home containing tile bath and shower, also extra tiled bath with attractive fireplace; large lot. This is a home that you should look over. It is well designed for the money in this exclusive district. Shown by appointment only.

GLENN & SMITH,
624 South Spring Street.
Next to Bank of America.
541-787 Phones 567-674.

6-ROOM modern bungalow, near Pico and Crenshaw Blvd. Lot 50x150. Price $6,250. The lot is suitable for flats or apartments and is worth $1,000 a month more than the price for a home. Terms, $1,000 cash, balance, one real house for a small family. Will take $1,000 cash for a small house. Part. Price $5,000. $1,000 cash.
JACK LIVINGSTON,
Nothing Else But Real Estate Dual.
500 Citizens' Nat. Bank Bldg.
Phone Main 8900. Evenings 58-W.

$2500 BUYS three 4-room furnished houses on one lot. Price $6500. Side drive, garage. Rents $50. Close to car. Income $50. Monthly. Only $1,000 cash, balance, no mortgage. Big discount for cash as owner is going East and needs all the money he can get. Hurry, for this snap to last.
MRS. CROTHERSBERG, 2002 Monta Ave.

AN EXCEPTIONAL OPPORTUNITY

6-room bungalow, 2 bedrooms and sunroom all on first floor. Lot in WILSHIRE DISTRICT. PRICE ONLY $13,000. Call MR. THOMAS with R. ALTHOUSE CO., 815 S. Western. Drexel 4423.

FINE BUNGALOW.
Wilshire district. Very cheap at $12,500. Large living room, breakfast room, 2 large bedrooms, tiled bath, garage; close to Hollywood car line. Call MR. GREEN, with owner, 1141 E. PACKER, 8th and Rampart. Drexel 1106, evenings Dunkirk 0704.

FOR SALE—HOME BUYER'S BARGAIN
Fine modern 5-room house, garage; on beautiful Ardmore Ave. between 16th and Washington Sts. High ground with fine view. $5000 cash. Worth $10,000. $4,000 DEMONTARD, 404 O. T. Johnson Bldg. Phone 826542.

ONLY $5750
EASY TERMS
FIVE LARGE ROOMS
New Colonial bungalow in Atwater Tract. Hardwood floors, Tiffany mantel, garage. Large lot. A bargain. Owner, 1441 E. CALIFORNIA ST., Pasadena. Phone 4061 Prospect ave. 597-020.

FOR INFORMATION REGARDING SOUTHERN CALIFORNIA PROPERTY RANCHES, BUSINESS AND RESIDENCE PROPERTIES SEE FRED G. WEIR, OWNER AND EXPERT, 200 W. W. FELIMAN BLDG., 108 ANGELES, CALIF.

A SELF-EDGE investment—Income $2100; total $10,500. Three new 4-room bungalows, hardwood floors, built-in features, fine location, high ground, $1,000 cash. WALSH REAL ESTATE CO., 6084 W. Washington St. 767-471.

NAUTY NEW YEAR
2 homes, 5-room, 2 bedrooms, 1 large 6-rm. home, $8500. 1 large lot, $25 per front foot. Terms to suit.
4146 WHITTIER BLVD.

FOR SALE—New 5-room bung. close in, beautiful; view right up to Gate. Lease for 99 years, $2,000 down, bal. $30 mo. 9% interest. Inquire 2304 VERMONT AVE.

$2,000 buys two lots fronting in Highland Park at a bargain. Call owner's agent, 130 N. AVE. 61, GARY. 5078.

$250 CASH, 6-rm. mod. new stucco house, 100 Chilton Pl. Take Vermont car to 41st. Owner, 4431 Wilshire Blvd.

$500 buys 4-rm. mod. new stucco home. 150 N. AVE. 61, GARY. 5078.

West and Northwest

BUNGALOW—in buying ranch and will sell my modern modern bungalow, reasonable. Fine neighborhood, near schools and car lines. OWNER, 8212 W. 17th st.

FIRST-CLASS 5-room modern. For quick action, $5000. Address T, box 7, TIMES BRANCH.

$11,000—Terms, 7-rm. home, unrestricted lot. Rosalind ave. 116 N. ALEXANDRIA.

HOUSES—
For Sale
West and Northwest

WONDERFUL WILSHIRE CORNER
$21,000—Is cash will buy a beautiful 12-rm. residence on CORNER lot, 60 ft. frontage, only 2 blks. from Wilshire Blvd. Lovely home 34x40 ft., large dining-room, breakfast room, master bedroom, 2 sun rooms, sleeping porch, 3 bedrooms, tile bath, separate shower, furnace and all modern conveniences. A REAL HOME PLACE in a real location. Good reason for the sacrifice for quick sale.

MOD. BUNGALOW BARGAIN
$9250—ONLY $2000 cash for an attractive 5-room bungalow near Beverly Blvd., on 50x125-ft. lot, northwest of Westlake Park, 2 bedrooms, dbl. garage. Room for other improvements on same lot.
MR. MATTHEY, Dunkirk 4940.

P. W. CROAKER, 2711 W. 7th. nr. Hoover
Westlake-Wilshire Specialist.

OPEN FOR INSPECTION 1 TO 5.
Drexel 9454. OWNER. Drexel 4551.

OPEN FOR INSPECTION.
CORNER WELLINGTON RD. AND
ST. CHARLES PLACE.
In beautiful Lafayette Square, this palatial residence, built and was built by a doctor for his own occupancy, is offered for sale by A.W. owner of Wellington Road at St. Charles Place. There are 12 rooms and 3 baths, well appointed, with unusual conveniences. There are contemplating building, but all must see this house, and this save the cost of inspection and delay of building.

M. E. HURLEY,
3617 Wilshire Blvd. at Manhattan.
560-349. 567-040.

$8750 DOWN
$8750 DOWN
$8750 DOWN

PASADENA—
For Sale, Ex., Wanted, To

HANDSOME MODERN HOME FOR IMMEDIATE POSSESSION

We have for sale a few new re-priced homes in the exclusive fi fixed district of Pasadena.

Location, is near Annandale Cou Most suitable city of Los Angeles type 94, convenient to Los Angeles adena and Hollywood.

Restrictions in keeping with district.

Sizes range from five to eight and upwards from eight to fourteen sand dollars.

Suitable terms can be arranged.

Call at our tract office, corne de and La Loma Road, or, pho ackson at Carvenna 3458.

WM. R. MYERS CO., Owners, 417 Douglas Bldg., L.

ALHAMBRA—
For Sale, Ex., Wanted, T

50-FT. corner, Main St., 1 blk. Garfield, improved with 2-story b Rent $75; long lease; property held by foot. Present low lease can be that re-priced at expiration. A ty will sell well for $ TT CO., 356 Bo

ICKY ONE!
e house will sell e HOME in recen ation in BEVERLY 0, very easy terms.

CO.,
LTD. 432

Two-story home, trees and many features. Lot 132x250. Situation be surpassed. $13,500. Half cash mortgage.

Beautiful lot 50x132. $1500. Fine building lot 50x132. Terms.

ALHAMBRA CENTRAL REALTY H. H. BOMMER
17 W. Main St. Phone

DUPLEX, just completed, splendid dence section close in; 4 rooms dish, bedroom and pull-out bed garages, basement drive, paved ga ery, will bring 14% return on must; priced to sell at $4600. cash.

cash bargain in a nearly new bungalow; close in; one of the m residence streets. 2 bedrooms, cement drive, lot 50x150; $5500.

A fine residence lot on north side of one of the residence stre block from Huntington Dr. Inv school district. $2500.

BALDWIN CO.
106 W. Main St. Phone 68

INGLEWOOD—
For Sale, Ex., Wanted, To Let

NICE 5-room bungalow with sleeping porch, beautifully furnished lot, 50x150 on paved street, fruit and berries. Garage $3700. $775 down, $40 mo., including interest.

BABCOCK'S BARGAINS.
1197 Centinela Blvd., Ing. Ph. 270.

HUNTINGTON PARK—
For Sale, Ex., Wanted, To Let

FOR SALE—New 5-room stucco. On terms. 141 CUMARY, Walnut Park Station.

SANTA MONICA—
For Sale, Ex., Wanted, To Let

INCOME—Two rentals on 10th st. be tween the Blvds. Lot alone worth $5500. Good investment with tremendous speculative possibilities. Full price for property, including furniture. Less than $7000.

HANDSOME new stucco, 3 bedrooms, immediately adjacent to beach clubs, owner will sacrifice for $25,000. Worth $30,000.

ALBERT LEONARD.
Window at 4th, Santa Monica.

A SPECIALTY in leases, business, income property, homes and lots. TAFT REALTY CO., established 1905. 923 B. H. Blvd., Santa Monica. Ph. 24252

GET OUR FREE MAP AND LIVE LIST of property buys here. KOCH REALTY CO., 1301 Fr. St., Santa Monica.

See my offering under "Mountain and Canyon." Owner, E. CARROLL HILL.

CITY LOTS AND LANDS—
For Sale

FOR SALE—

WILSHIRE DISTRICT UNRESTRICTED.

Only $6500 for immediate sale. Sub to glance to offer. Paulin. Large surface lot, ideal for double bungalow, duplex or 4-flat bldg. Among new and attractive homes, near Western Avenue and electric cars.

F. B. THRAFT,
4625 W. 2nd St. Phone Drexel 8486. At Western Ave. Res. Phone 439-012.

$2600—WILSHIRE VISTA—$2600. 50-ft. lot, beautiful view overlooking lots below; for more money, paved streets, sewer, lights and water. Yellow Car line passes property and is only block from Wilshire. Full price for property, including furniture. Less than $7000.

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$200 TO $600 PROFIT
Owner East—Must Sell
24 lots on Manchester and 85th st., $100 to $200 each. Terms.
G. DOMBROWSKI, 4375 Moneta ave.

XMAS LOT SIZE.
33 ft. per mo. Made $2250
50 ft. in Belle Meade $1750
1 lots on 3rd Ave. $1250
T. E. WINFREE CO. INVT. 6099.

4 ACRE, near Culver City race track, building all improvements, as low as $1500; $400 down, balance easy. Address X. box 34, TIMES OFFICE.

SPECIAL NEW YEAR'S BARGAIN
30x132, walnut trees, close to Hollywood Country Club; $1400, all improvements included. OWNER, MUTRO 4954.

WESTERN AVE.—Unrestricted small business lot. Will double in value. Can be had for $2300. $4000 cash. Phone OWNER, 768191.

DUPLEX for 50x142. Level. On Longwood ave. near 12th st. Near L. A. High school. Equity $2350 cash, bal. in 3 annual payments from next Aug. OWNER 877232

BARGAIN for quick sale. Corner lot. West front. Close in. Only $1600. Terms to suit. A. F. GLOVER, Rd. 2, Compton. Phone Compton 1161.

BY OWNER—Mountain View, ½ blk to W. Adams and Western. Paved street, ornamental walks. $3500, $3500 cash. OWNER, 437-W.

FOR SALE—Must sell at once, large level lot, beautiful location, a snap at $2000, part cash, balance to suit. Owner, 912 Black Bldg., 422-12th.

BUSINESS LOT
Corner on Country Club Dr., W. of Prospect. Will price a handsome profit to assured. 766196.

$300 CASH, balance monthly buys unrestricted lot 40x100 next to 2064 Colinton Road, north of 6th and Union. Main 8500.

UNRESTRICTED high lot 50x130, $2750 flat to 4-6624 S. Central, 5 blocks west of Pico and Crenshaw. MAIN 5580.

SACRIFICE—sickness compels sale, beautiful, double bung, residence, highly rent $1200 cash. GARY, 6321. Owner.

Lot on 2 sts., 1 blk E. of Verdugo Rd., above Glendale. $950. $600 cash. GARY, 2867.

FOR SALE—$10 per month, beautiful villa lot in Hollywood. Will sell cheap. Call room 11, PHONE 421-607.

MANCHESTER AVE. Two well located business lots. Must be sold. MOORE, 5608 COMPTON AVE. HUM. 1745.

APT. site, Virgil, so. of Santa Monica car. $6000 for a few days. OWNER, 262-3rd st. or 655-Ind. 1262 W. 6th st.

$50 up, lot for bungalow near corner; no higher ground in W. Wilshire section. Only $1500; terms. 768196.

ON PICO BLVD. BARGAIN.
Corner in Santa Monica, $75 per ft. London & Levitan, 2356 W. Wash. 767890

FOR exch. buys on large level residence lots; prices & cash sale see Mr. Hillverthorn, 5312 Telegraph Road.

4 LOTS in Culver City, size 40x120, $1000; $100 cash, $10 month. 5626 Gage ave., Huntington Park 747.

CITY LOTS AND LANDS—
For Sale

STODDER & CLEMENTS
517 DOUGLAS BLDG.
LOS ANGELES, CALIF.

PLEASE MAIL LITERATURE REGARDING YOUR 50x150' RESIDENCE LOTS, $1225, AND 50x150 BUSINESS LOTS FOR $1150. ALSO SHOW YOU HOW BUILD GUARANTEED HOUSES ON EASY TERMS. IN

SUNNY SLOPE ACRES
AND
EAST ALHAMBRA.

NAME .....

ADDRESS .....

CORNER APT. SITE
$16,500—60x150. Wonderful location, surrounded by beautiful structures, where highest rentals are obtained.

FOR QUICK ACTION
$5000—50x150—Bargain apt. lot, walking distance from downtown; west side. Fine for moderate-priced house.

MR. GRAHAM DREXEL 3201.

F. W. CROAKE, 2715 W. 7th st. Hoover, Westlake-Wilshire Specialist.

THREE GUARANTEED BARGAINS
$2000 — 75x100, corner 6th & Holmes, half cash.
$5000—40x150, Lucas bet. 2nd & 3rd, half cash.
$3000—75x120, Lucile St. in Crescent Heights. Half cash.
F. M. PHELPS & CO., REALTORS,
1214 Pac. Mutual Bldg. Phone 820-727.

ON THE NORTH SLOPE OF BEAUTIFUL HOLLYWOOD HILLS

LANKERSHIM PARK.

L-O-T-S
50 ft. 150 FT.
$1000—$750 if you build.
1-3 Cash.

Drive out Cahuenga ave. (Vanowen Blvd.) 3 miles north from Hollywood Blvd., see any agent or F. C. WOOD, agent for Col. J. H. Lankershim, Owner, 126 W. 3RD ST., LANKERSHIM BLDG. PHONE 618-33.

WINDSOR SQUARE.
125x180 corner, one block from Wilshire blvd., $25,000. Terms. This is the finest corner in the entire tract.

CHELEW & HOIT,
Wilshire at Harvard.
Drexel 4236. Drexel 4260.

CREW MANAGERS
City lots 50x135 ft., 700 ft. from high school; convenient to 3 lines; 20 minutes distant, P. C. Railway, two 100-foot boulevards. $500 to $1125 for frontage. Your own can continue over this.

CLIFFORD P. REID, INC.,
547 South Western Ave.
560-928.

I MUST SELL MY LOT—
It is located on beautiful hillside between Vermont and Western, just north of Los Feliz Blvd., overlooking the entire city and ocean. Bought it to build my home on but owing to unforeseen circumstances I must sell immediately at a sacrifice price. See my agents.

GLENN & SMITH
633 South Western Avenue.
Next to Bank of Italy.
547-187—Phones—667-874.

UNRESTRICTED CORNER.
Between Washington and Adams, just west of Berkeley square. Let 75x150 to 15-ft. paved alley; improved with two houses, rent $ and $. Terms. Three garages. This property is the best buy in the southwest. Price $25,000, $5000 cash. TRIBBLE or MR. CLATWORTHY.

ELMO A. BALLAGH,
638 Jr. Orpheum Bldg.
678801.

BUILDERS, ATTENTION
You will soon be wanting to build double bungalows in this district, and we say that you will not have to pay $3500 to $5000 LATER, I have bought some lots for you to build on NOW, and will sell them cheap enough to make it easier to will take your trust deeds. Each lot 50x126

W. J. THOMPSON, Realtor
4614 S. Western ave. 796-59

DUPLEX SITE $7500
50x165 near school, on concrete paved street 1 block north of Vernon ave. and west of Western ave. in excellent rooding neighborhood. This lot is $1000 underpriced for quick sale. Look at similar lots in same vicinity.
Call Mr. Koch or Mr. Brockamp, with FORD & BECKER
607 So. Western Ave. Dunkirk 1000.

THE CREAM OF THE
WEST WILSHIRE SECTION.
Income lot 50x181½ ft., on Mansfield between Count of Hill and WILSHIRE BLVD., DE LUXE LOCATION for choice house, four flats or apartments. Real it at $6000. Owner said again at this low price. $2750 cash will handle. Phone 820-727.

BELL AND PAINE,
4181 WEST PICO ST.

A BARGAIN FRONTAGE
NEAR INTERSECTION OF WASHINGTON.
50x100 ..... $2500, terms.
50x100 ..... $5000, terms.
50x100, to alley ..... $2850, terms.
A close study of the values will convince you above values. 4562 W. WASHINGTON. Open Sunday.

$5000—WILSHIRE VISTA—$5000.
On Country Club Dr., about the highest point on Country Club Dr. Beautiful view, fine building spot ahead of you. Lots on this beautiful boulevard will be worth double this price in a few months. Terms. 1100 COCHRAN AVE., 762189.

$1050.
40x120, moderate slope, good location, 3 blks. from sunset, school and stores, improved. Need cash; will take $1050. 15 min. to city, 5c fare. You will never have a chance like this again. OWNER, 866-307, noon to 2.

AN EXCEPTIONAL OPPORTUNITY—
Large lot, 60x120 ft. in foothills, 8 blocks north of Hollywood Blvd., on Vermont ave., in rapidly developing prosperous neighborhood. Plans already drawn for an 8-flat house to suit the lot. Price $2400. MR. FAULKNER, 471946 or 478061.

LOOK AT THIS ONE.
$5350, LAFAYETTE SQUARE, 68x149. Less than ten lots for sale in Lafayette square, and you want to live in this highly restricted district you'll have to us today. Only one left under $5000.
CRENSHAW & SMALLEY,
4625 W. Washington.

BARGAIN—
INCOME LOT.
55-ft. frontage, 135 ft. in rear. Quarter block off Wilshire. High ground. Must be sold this week. See me at 5093 W. PICO. 762280. Evenings Glendale 787-M

4 ACRE, near Culver City race track, building all improvements, as low as $1500; $400 down, balance easy. Address X. box 34, TIMES OFFICE.

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CITY LOTS AND LANDS—
For Sale

OPENING
NEW UNIT.
SAGAMORE PARK
LOTS. LOTS. LOTS.
$995 UP.
ON 5c CAR LINE.

Take Eagle Rock car "E" on Broadway, get off at W. Ave. 30, and verdugo Rd. Tract office on the right.
By Auto—No. Broadway to San Fernando Rd. to Verdugo Rd. Tract office at 4316 Verdugo Rd.

WISLEY ROBERTS CO.
4316 VERDUGO ROAD.
GARVANZA 4720. CAPITOL 1949.

GREATER PICO BLVD.
Destined to be the greatest in Los Angeles through business thoroughfare. The shrewd investors are buying now.
BARGAIN BUSINESS CORNER.
100x180 ft. unrestricted and ripe for 2-story building right now, or will show you a real profit in one year. We can deliver this choice property for $23,500. About $20,000 cash. Phone 74313.
BELL & PAINE,
4181 WEST PICO ST.

WASHINGTON STREET SNAP
62 feet on Washington unrestricted, zoned for business and in the midst of great development on Washington. Property within 2 blocks of this on Washington selling for $500 front foot. We can deliver this now at $300 front foot. Buy it if you have to borrow the money. It's a snap at the price.
CLARENCE URBAN
Washington at Third Ave.
768-128

$12,750.
WINDSOR BLVD. LOT
RIGHT AT WILSHIRE BLVD.
Restrictions only one year. Similar lots are selling on Manhattan and St. Andrews for more than $30,000. Buy this lot and double your money. Call MR. WHITEHEAD.
KELLS & GRANT.
Wilshire at Western
Drexel 6163. 56-502

WESTERN AVE. BUYS—
60-ft. corner, snap at $1800
47-ft. corner, pickup at ..... $ 900
50 ft. near Manchester 1,500
25 ft. near 84th st. 2,500
Good terms on any of above Western ave. lots.
SPALDING, 5715 S. Western Ave. Ver. 4927.

8TH ST. CORNER. STORES & APTS.
$1000 PER FRONT FT.
East of Alvarado, where 6th st. is in great activity. This is one of the best buys on 6th st.
BARNETT.
REAL ESTATE & INVESTMENTS.
762-792. 3624 W. Pico st. 710-39.

COURT LOT $5000
Frontage on two streets. One block from school and car line. In excellent rental district. Lot is level, must sell and is willing to sacrifice. Easy terms. Call MR. KOCH or MR. BROCKAMP, with FORD & BECKER.
607 So. Western Ave. Dunkirk 1000.

WILL sacrifice lot in wonderful district; can build apartments, bungalow court or store. Faces two streets; 6 stores could be built on one street and electric cars pass within 1 block. Will sell for $14,000 on easy terms. Value $20,000. This property should make you a huge profit.
GRANT McCARTNEY COMPANY, 875-991
930 MERCHANTS NAT'L BANK BLDG.

CLOSE-IN BARGAINS.
Will take trust deeds at face value or on easy terms.

CLIFFORD P. REID, INC.,
547 South Western Ave.
560-928.

JOHNSON, 432 Citizens' National Bank Bldg. Phone 12093.

55x155.
High and sightly lot, just off Country Club; worth $4000. Make offer. Owner, MR. TRIMBLE or MR. CLATWORTHY.
ELMO A. BALLAGH,
678801. 638 Jr. Orpheum Bldg.

BARGAIN—
PICO BUSINESS FRONTAGE.
60 ft. next to corner at less than price asked for inside lots. See me quick. 5601 W. PICO. 762280. Evenings Glendale 787-M

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62 feet on Washington unrestricted, zoned for business and in the midst of great development on Washington. Property within 2 blocks of this on Washington selling for $500 front foot. We can deliver this now at $300 front foot. Buy it if you have to borrow the money. It's a snap at the price.
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60 ft. next to corner at less than price asked for inside lots. See me quick. 5601 W. PICO. 762280. Evenings Glendale 787-M

CITY LOTS AND LANDS—
For Sale

APARTMENT OR HOTEL SITE.
80x150 on Catalina near 7th st. One of the highest rental districts in the city. Priced for quick turn at $48,000.

CHELEW & HOIT,
Wilshire at Harvard.
Drexel 4236. Drexel 4260.

$500. WELLINGTON SQUARE, 60x145. Close to W. Washington, paved street, sewer, etc. all paid. This is one snap.
CRENSHAW & SMALLEY,
4625 West Washington.

ELAUSON AVE. CORNER—
Wonderful bargain. Just sold by an estate and our present price for 5 days only is $6000. M. WEST, 1200 W. Slauson, Ver. 8626.

OWNER'S SACRIFICE FOR QUICK SALE
$1000 below value. Lot 48x125, on new blvd. to be Hollywood, Int. Santa Monica Blvd. and Melrose ave. Can build single, double or flats. PHONE 437140.

WILSHIRE KNOLL Inc., 117-foot front high, fine view restricted, near 2 country clubs. 439 LEWIS ST., Garv. 4947.

FOR SALE—Finest court site on Santa Barbara, 75x125ft. Priced right, ½ cash. 779 W. SANTA BARBARA.

LOT in Glendale, 60x250. All improvements in, worth $7500 only. $5500 part cash. Will trade for Los Angeles. Owner, 2799 Owens.

TWO 45x110 level lots near Washington. Money-makers at $1500 each. Call CARLSON 782-08.

CORNER lot 64x114, located on Whittier Blvd., where values are fast growing. Pr. $8500, terms. 2535 WHITTIER BLVD.

6 LOTS, $1500, close to school, 1 block off Washington, UNIV. 6375.

CHOICE 50-ft. lot, Arlington Square, $2575. 2290 W. SANTA BARBARA.

APARTMENT, FLAT PTY.—
For Sale and Exchange

TWO THREE-STORY APARTMENT HOUSES, FURNISHED
Containing 48 rooms, income $1000 per month. Wonderful opportunity for growth in value.

JOE TOFLITSKY CO.
Exclusive Agent.
See Mr. Myers or Mr. McKee.
205 H. W. Hellman Bldg. 878451.

FURNISHED APARTMENT HOUSE
No better location in all Hollywood. Both building and furniture are in keeping with the surroundings. Operated by owner. Shows income of $20,000 a year. $50,000 required to handle.
SEE LLOYD
E. CLARK COMER, 6522 Hollywood Blvd. 470072.

WESTERN AVE. SACRIFICE CORNER
$40,000, $25,000 cash, beautiful new 24-ft. flat on 63-ft. corner near Pico. Will rent $425 per mo. Here is a property that has a future. PIONEER REALTY. 1206 S. Vermont. 738818.

APARTMENT OR HOTEL SITE
S.W. CORNER PICO AND WESTLAKE
Will sell this wonderful corner, 150x100 to alley. Priced at $650 per ft. for quick sale. PIONEER REALTY. 1206 S. Vermont. 738818.

APARTMENT HOUSE—WESTLAKE DISTRICT. INCOME OVER $20,000. PER MONTH. OWNER LEAVING CITY. WILL MUST BE SOLD. PHONE OWNER, 582-6911, or 856-7026. 1208 West 49th Pl.

BIG sacrifice, must sell, beautiful flat bldg., unfurn., income $250 per mo. Choice rental location. Bargain for quick sale. Low price, $66,000. $15,000 cash. C. H. PAXSON, 530 W. 6th st. 874605.

APT. HOUSE CORNER, 60x120, close to new $1,000,000 high school. Income $2,000 per month. Price $48,000, $20,000 cash. LOCKHEED, F.W. cor. La Brea & Melrose.

BUSINESS PROPERTY—
For Sale

CLOSE IN BARGAIN
Burlington bet. 6th and 7th. Large 11-rm. duplex.

$25,000—(half cash.) Lot one story corner, 50x150 to alley. Bldg. modern, 3 baths. This property is responding to care. F. M. PHELPS & CO., REALTORS.
1214 Pac. Mutual Bldg. Phone 820-727.

FOR SALE—I know you are looking for a BARGAIN, with safety of principal, a yield worth while, a saleable property that will increase and that will enhance in value as time goes on. We have property combining all of these, now for sale or exchange. Inquire, 124 Hollywood. Leased 3 to 5 years at a rental of $10,000 yearly. For immediate sale $100,000 on terms of $35,000 cash.

"LET US SHOW YOU."
R. L. BLUMBERG & CO.,
502 Van Nuys Bldg.
Phone 877874.

MELROSE BARGAINS—
We are in a position to offer several wonderful buys in Melrose property therefore. This frontage will easily be worth twice the present price within a few months. Also a lot on Van Ness ave. is a wonderful corner ripe for storage and close to Western Avenue, at $250 per foot.

GLENN & SMITH.
633 South Western Avenue.
Next to Bank of Italy.
597-137—Phones—667-874.

ORANGE STREET.
Best and cheapest corner
$4000
ACT QUICK.
A. H. BARRY, 215 West 7th st.
Metro. 5569—870-257.

PICO FRONTAGE.
$45,000, $25,000 cash, N.E. corner Pico and Gramercy Pl., 178 ft. on Pico by 70 deep. Present rental $350 per mo. Is used as doctor's offices and pay good interest. Adjoining lot held at $40,000. Do you know a better buy? PIONEER REALTY, 1206 S. Western. 738818.

VERMONT AVE. CORNER—
2-story brick building near Santa Barbara; 7 stores and 6 apartments; income $9500; rents for $450.00 cash, balance 7%; a real buy. Call 4710 So. VERMONT AVE. Ph. Bdwy. 2123. Evenings, Wilshire 0661 or 5351.

WATCH SO. GRAND AVE.
N.E. corner South Grand and West 53rd st.
Lot 80x162
Price $40,000 Terms.
CULP REALTY CO., 312 S. Hill st. 61948.

DUPLEX HOUSE.
On very valuable Beverly Blvd. Unrestricted business lot, showing good return of interest, on investment. A desirable bargain for immediate sale. Call 500-025.

SNAP—8TH ST. FRONTAGE—
100-ft. corner, $650 a ft. Lot with oil improvement income. If sold quick will take less.
CRENSHAW & SMALLEY,
4625 W. Washington.

$10,500 BUYS 120 ft. choice business frontage, adjacent to high-class West Adams district, especially suitable for garage. Two alleys; nearest garage one mile east. CRENSHAW & SMALLEY, exclusive agents, 4625 W. Washington.

BUSINESS property for sale. Los Angeles St. near Washington, 77x132½ ft. to 20-foot alley. Bargain at $485 per foot, for quick sale. DONNELL-BLISS, 746 South Los Angeles St.

$20,000 SURE PROFIT—
CLOSING OF ESTATE.
3 acre on Manchester and 85th st. near Western and ripe for subdivision.
G. DOMBROWSKI, 8066 Sunset Blvd.

VERMONT frontage, 92x160, near our office; $6,500 buys it. Positively the first, but only on this wonderful street. C. A. PETERSON, Realtor, Vermont ave. at 10th.

$9000 UNDER VALUE.
New 9-story brick front block, 3 stores, 4 apts., 1 flat. Paved alley. Rent $90, $11,880 gr. $450 no. inc. $1350 no. G. DOMBROWSKI, 4375 Moneta ave.

BY owner. Corner building, store with 4 living rooms in bath above, square for another store and 2 houses. Price $9000. $3000 down, terms to suit. 2066 E. 1st st.

SEVERAL strategically located business lots, including corners, in heart of Lankershim city, at absolute sacrifice. Phone owner, Fells. DREXEL 2061.

SANTA MONICA BOULEVARD BETWEEN WILTON AND VAN NESS $450 foot, easy terms. Call
MR. BUCKLEY, Holly. 7248.

56 FEET of choicest Ventura Blvd. business frontage in Universal City at about ½ present market value. $800 per front foot. Phone OWNER, Univ. 3749.

SPECULATORS, attention. Owner must sell corner on 10th and Anaheim 142 ft. on Anaheim. Make offer. 829-336

WOULD you like to hats best corner on Western ave. for $25,000? See Mr. F. E. MAGEE, 610 Calif. Bank Bldg. Tel. 526-403.

FOR SALE—LOTS AND LANDS, IMPROVED OR UNIMPROVED. OWNER, FRED G. WEIR, 930 H. W. HELLMAN BLDG. LOS ANGELES, CALIFORNIA.

WILL sacrifice 25 ft. business frontage near High School on Venice Blvd. for $1750, $300 cash, $1000 under price. S. E. BRICK, 1105 W. 34th, New York Apts.

135-FT. corner on Figueroa, owned by her; need money now, will sacrifice. OWNER, 4385-60. Exc. 397277.

BUSINESS CORNER.
135x90, 25th & Hoover, $22,500. OWNER, C. M. Hallgrimson, 552-591 or 106-556

BUSINESS PROPERTY—
For Sale and Exchange

N. E. CORNER OF SANTA MONICA BLVD AND CAHUENGA AVE., 340'x170' ZONE "D."

FOR A FEW DAYS ONLY, I WILL OFFER THIS LOT AT $850 CASH PER FRONT FOOT. THIS IS THE MOST VALUABLE CORNER TO BE HAD ON SANTA MONICA BLVD. THE CORRESPONDING CORNER ON HOLLYWOOD BLVD. BEING THE MOST VALUABLE PROPERTY IN THE CITY OUTSIDE THE DOWNTOWN BUSINESS SECTION.

ORDINANCE FOR WIDENING OF CAHUENGA FROM SUNSET TO SANTA MONICA BLVD., TAKING IN PARKING HAS BEEN PASSED. WORK ON INSTALLATION OF ORNAMENTAL LIGHTING ENTIRE LENGTH OF SANTA MONICA BLVD. CLEAR TO BEACH IS NOW IN PROGRESS AS IS THE IMPROVING OF HYPERION AVE. TO GLENDALE WHICH WILL THROW ALL BEACH TRAFFIC FROM GLENDALE AND PASADENA OVER THIS BLVD.

H. A. TOLLE.
6821 SANTA MONICA BLVD. PH. 493-39

WEST 7TH ST.
400 FT. VACANT
$800 FT.

If you will secure this wonderful property and keep it, it will make you rich. If you retain it only a short time, you can undoubtedly receive a gratifying profit. Substantial store improvements (3 separate buildings) are to be erected immediately in same block and this 100 ft. can also be improved to advantage and long leases obtained.

QUICK ACTION NECESSARY

F. W. CROAKE
2715 W. 7th. st. Hoover
Westlake-Wilshire Specialist
Dunkirk 4560

NOTICE—
IF TAKEN NOW WE WILL sell the 60 feet which now rents at
Nos. 318 to 322½ S. St. Figueroa, at the price asked for vacant property in that vicinity.
The income is $4440 a year.
This offer is made for quick action.
See Mr. Hagens.
ANGELUS MEDIA LAND CO.
612 Pantages Bldg., 7th-Hill. 874-173.

FOR SALE
Fine improved business corner at 1st. Main and Normandie. 100x138. 2-story brick bldg. with cottages in rear. 6 stores on ground floor and hall upstairs. No vacancy record for 7 yrs. Price $250,000, ½ cash.
See R. E. Lewis.
MERRICK & BURDICK, INC.
403 S. Hill st. 821-168.

ATTENTION INVESTORS!
$25,000 CASH HANDLES INCOME $5400 YEAR. BUSINESS CORNER ON S. VERMONT, WHERE VALUES ARE INCREASING RAPIDLY. YEAR TO BE PROVED WITH A TWO-STORY BRICK BUILDING CONSISTING OF 2 STORES AND 4 FURNISHED APARTMENTS. 2-FAMILY FLAT ON REAR OF LOT. PLACE TO BUILD TWO MORE STORES. INTERESTED CASH BUYER SOUTH WESTERN AVENUE, AND ASK FOR MR. SCHWARTZ.

PICO SACRIFICE
S.W. CORNER PICO AND WESTLAKE
$620 per ft., 150x100 to alley. Adjoins the corner of Alvarado, where big business is concentrating. Improved only $21,000, terms. See B. H. COOPER with ROBT. MARSH & CO., 200 Marsh-Strong Bldg.

GRAND AVE. HOTEL CORNER.
LOCATED NEAR 7TH ST. CAR. Will ground lease 99 yrs. 100x170 ft. straight lease on present valuation; 6% no basis; building to be erected to suit tenant needed. This is one of the very best locations left in city and the price is very reasonable. If interested, come our magazine of this issue, Page 19, Part II.

R. C. MITCHELL COMPANY,
Ask for Mr. Russell when you Phone 871-858. Suite 618 Van Nuys Bldg.

60-FT. WASHINGTON FRONTAGE.
Good stucco, 4-family flat of 18 rooms, 4 garages. Lot 60x130 to 20-ft. alley. Near Miracle Mile. Income at low rental, about $250 per month. A real investment. Flat pays good income. Will exchange for income values. Price $30,000, $20,000 to handle, balance easy terms. See
SMITH & BURNETTE,
2492 W. Washington. 762-283.

$70.00 BUYS
2-STORY CORNER BUSINESS BLOCK.
Consisting of 2 stores, 2 flats, 3 houses and 2 garages on Alvarado Blvd. Price $25,000. All rented with substantial income. Investigate at once if you are looking for a buy.
LEMING & NORRIS,
Santa Barbara at Vermont.

4 BRICK STORES
ON WASHINGTON STREET
Four brick stores on Washington st., joining 2-story brick building, on corner. All leased, good tenants. Or for rent at Washington. Price $35,000, some terms.
CLARENCE URBAN
Washington st. at Third Ave.
768-128

WESTERN AVE.
91 ft. close in corner with brick store and bungalow court, real income on present price. Wonderful speculative value. $35,000, $25,000 cash to handle.

BAKEWELL & THOMAS, Exclusive Agts.
1061 Chapman Bldg. 871749.

FOR SALE
PRICE, $18,000. $8000 CASH.
NEW ONE-STORY BRICK BLDG.
LEASED FOR 5 YEARS AT
$2400 PER ANNUM.
CENTRAL REALTY CO.
1206 LOEW'S BLDG.
MAIN 3922. MAIN 3923.

WEST JEFFERSON ST. CORNER
Look at S.E. corner West Jefferson and Normandie ave.
Corner 100x132.
With 2-story brick bldg.
Price $50,000 Terms.
CULP REALTY CO., 312 S. Hill st. 61948.

1 STORE bldg., living-rms., rear; lot 25x100, terms.
1 store bldg., living-rms., rear. Lot 45x150, terms. Above properties located on Main st., south of Florence ave.
NOACK & NOACK.
7707 S. Main st.
294510.

BUSINESS CORNER $4500
$4500 1 block from Western ave., close in. Built-up district. Concrete paved st. On car line. Store needed. Hurry. Price advances Jan 1st.
CAMPBELL & SMITH
4827 S. Western. Univ. 6104.

VERMONT AVE. CORNER.
Very large lot, 100x150, raises pass this busy corner; available for business and apts. upstairs. Will lease for 99 years with purchase privilege, or build to suit tenant. No bonus. OWNER, 524 I. W. Hellman Bldg. Phone 828432.

WILL NET YOU 20%.
A 2-story bldg., on Central ave., leased for $2100 yr. The price, only $15,500, is less than the lot is worth. Only $5500 cash necessary. CALL at ONCE.
ELMO A. BALLAGH,
678801. 638 Jr. Orpheum Bldg.

K. T. FOR HOOVER & MANCHESTER.
154 ft. on Hoover st. Improved with bungalow Rips for stores. Price $15,000. $4,000 cash. Metropolitan 3824.
Balance straight mortgage. Courtesy to agents see W. M. HIGGINS, Alvarado Apts. DREXEL 5014.

FOR INFORMATION REGARDING SOUTHERN CALIF. PROPERTY RANCHES, BUSINESS AND RESIDENCE PROPERTY SEE FRED G. WEIR, OWNER AND AGENT, 930 H. HELLMAN BLDG. LOS ANGELES, CALIF.

PASADENA AVE. FRONTAGE
$100 front ft. corner. Fine location, 4217 PASADEN

SUBURBAN PROPERTY—For Sale

Sawtelle

SEE OUR BEAUTIFUL BUNGALOWS
LIVING ROOM, BEDROOM, KITCHEN AND BATHROOM, CEMENT PORCHES, FRONT AND REAR GARAGE.
KITCHENS, equipped with Peerless built-in fixtures, including breakfast nook, meter, ironing board, broom closet, sink 20x30 with magnesite drainboard (will not stain.) Flour and sugar drawers below, also cooking utensil cupboard. Classic faucets and hot water heater.
BATHROOM, equipped with bath tub, apron lavatory, low toilet and combination medicine cabinet having large plate glass mirror, sharing compartment and bathroom seat.
LINOLEUM in bath and kitchen.
SHADES at all windows. ART ELECTRIC FIXTURES.
$2400 to $2900, some $3000
TERMS—$300 TO $500 DOWN, balance, $30 month, including interest. DON'T PAY RENT WHEN YOU CAN BUY ON THESE TERMS. SAWTELLE IS THE MOST ECONOMICAL PLACE TO LIVE. MINNESOTA INVESTMENT COMPANY, 270 Santa Monica Blvd.
Phone 22029. Sawtelle, Calif.

Van Nuys

ACRE pieces of land adjoining Weeks subdivision, who is selling at $1500 an acre. Will trade for lots or sell at $1100 an acre, 1-3 cash, balance terms.
FRED A. KELLOGG,
172 Sherman Way, Van Nuys, Cal.
Phone 144 Van Nuys.

IF YOU are considering San Fernando Valley property, large or small get in touch with us.
W. W. DELKENER,
Realtor,
216 Sherman Way, Van Nuys, Cal.

56 ACRES on Ventura Blvd., ripe for subdivision; $50,000, $12,500 cash, balance in trust.
FRED A. KELLOGG,
172 Sherman Way, Van Nuys, Cal.
Phone 141 Van Nuys.

WE specialize in small farms. Write for booklet describing our 2½ & 5 acres. Priced to permit intensive farming.
VAN NUYS LAND & DEVELOPMENT CO., Bank of Van Nuys Bldg., Van Nuys.

BEACH PROPERTY—For Sale

Balboa

I OFFER some actual bargains in lots at West Newport to close out the tract. Big developments coming on. When these lots are gone your opportunity to make this money-making investment is gone. This is no one genuine opportunity which I can invite to your entire satisfaction. Small payment down will handle. C. L. CHAMBERLAIN, 607 W. Holleman Bldg.

El Segundo

FOR SALE—Business lot in El Segundo, cheap. Call OWNER, 512-53.

Hermosa Beach

$22,500—Spring-time, two-story house on the ocean front; large sunny living and dining-rooms, four bedrooms, 2 baths. Modern in every respect. Double garage and servants' quarters in rear.

$6,700—Five-room house on the ocean front, near Third street, a real buy at this price.

$5,500—A fire-room house on a Speedway corner lot. This is one of the best values on our list.

$2,950—New and modern three-room cottage and garage. $650 cash required.

J. H. KIBLER CO.,
1227 Hermosa Avenue,
Hermosa Beach.

TWO beautiful homes, furnished, two garages, two lots, only two blocks to beach, wonderful view, all for $9500; terms.
Two cottages, one furnished, one block to ocean. Only $6000, terms. Cottage, $2850; easy terms.
Fixed bungalow court or apartment-house proposition; 10 lots; location 66-ft. frontage, $4350. Any have a bargain in business block and business site in Hermosa City. Some good buys in residence lots.
Millions now being spent here in improvements that will make thousands of new people in our city. No place on the continent can equal Hermosa for investment, right now.
SNIDER BROS., REALTORS,
108 Pier Ave., Phone 3074.

FOR SALE—Nearly $3400. Fourteen corner, beautiful location, $1200 down, $40 per month. Four-room bungalow, hardwood floors, built-in features, $1750, $250 down, $25 per month. Modern, 5-room bungalow, fireplace, garage, $4500, $1000 down, $40 per month. Modern, 5-room bungalow, hardwood floors, fireplace, garage, $4500, $1000 down, $40 per month.
LEA HAGENBUCH,
30 Pier Ave., Hermosa.

FOR best buys in real estate, home or investment, see E. J. THOROUGHGOOD, 1144 Hermosa Ave.

Redondo Beach

THE REALIZATION OF YOUR DREAM is the ambition of the combined talent of the body for RELAXATION and COMFORT, and your dream of a REAL HOME can be realized at REDONDO BEACH.
You can buy that HOME here for HALF the cost at most places, and have added advantage of proximity of OCEAN BEACH, BOULEVARD, PLEASURE PIER, THEATER, and REDONDO-TORRANCE INTERURBAN service at your door.
C. A. MARTIN REALTY COMPANY,
Next to Postoffice, Redondo Beach.
Phone: Office, 2731; residence, 4244.

Venice and Ocean Park

TWO THREE-STORY APARTMENT, furnished, $9000; terms.
Containing 16 rooms. Income $1600 per month. Wonderful opportunity for investment. Value in value. UNDER THE MARKET.

JOE TOPLITZKY CO.,
Exclusive Agent,
See Mr. Kinzer at Mr. McKee,
326 E. W. Holleman Bldg. 879451.

SACRIFICE
Business corner, Venice Blvd. and Gordon near Venice Pier; 2 lots, 90x132; with 8-room house. Business block 50x90. OWNER, 1329 VIRGINIA AVE., Venice.

LOT and furnished bungalow, block and a half from ocean in heart of Venice. $6000 for quick sale. 1709 SECOND AVE. Phone Venice 62948.

HARBOR PROPERTY—For Sale

Wilmington

WANTED—HARBOR PROPERTY. WE BUY AND SELL. REAL ESTATE, INC. CO., EST. 1904. FERD BILDI, MAN FRIDAY.

San Pedro

LOT 24, blk. 11, Pacific Imp. Tract, on 30th and Gaffey ave. Price $1200. CULP REALTY CO., 312 S. Hill St., Tr. 6, Phone 61944.

Wilmington

WILMINGTON SPECIAL.
START RIGHT AND KEEP RIGHT.
We have some very attractive bargains for investors, some that will make big returns. Phone 297 for appointment or call at 405 E. ANAHEIM.

FOR SALE—at Los Angeles's great Matson-Phillips Harbor, lots ready to build on from $1170 up. Buy now before prices rise. Phone 82508 up. See T. M. MILLER, Owner's Office, 521 W. Anaheim st., Wilmington.

FIDELITY REALTY CO.,
We specialize in Wilmington, Los Angeles Harbor property, also industrial, business and residence property.
Agents wanted given.
1016 E. ANAHEIM BLVD.

INVEST in Wilmington property, where the commercial heart of Greater L. A. Harbor beats continuously fresh and to end.

JOHN SCHNEIDER,
412 Canal ave.

FOR good investments in Wilmington and Harbor property see
ROGERSBY REALTY CO.
509 W. Anaheim Blvd.
Phone 149-M

FOR dependable investments in Wilmington property,
See J. W. CARDWELL
601 W. Anaheim Boulevard. Phone 109-W.
Specializing in Fixed Frontage.

INDUSTRIAL SITES
Trackage, 75x115—$2500
Corners, 60x115—$3150
40x160—$2200
McCALLA, 601 E. Anaheim Blvd.

ANAHEIM frontage, improved proposal Santa Fe Depot $200 per foot. Phone owner, 1724 N. ANAHEIM Blvd.
Phone 54-R.

FOR Wilmington or Harbor Properties
See
NEUBAUM & WALTERS,
Phone 402. 200 W. Anaheim St.

CHARLES PROPERTY, 25 YEARS SELLING THIS PROPERTY.
McNALLY REALTY CO.,
772 Broad ave., Wilmington, Cal.

BARGAIN—North Wilmington, industrial, business or residential. One lot 50 x 5 acres, COOPER, 140 N. Hoover. Ph. Dunkirk 3096. Disregard marking.

INVEST WITH SAFETY.
Wilmington Harbor property.
JOHNSON-LEE REALTY CO.,
426 E. Anaheim.

E. J. CAMPLIN,
Reliable licensed real estate broker. See me for Wilmington property.
319 E. ANAHEIM. Phone 290.

LET JOE A. CLAYTON sell you a lot and build you a home. He knows the values in Wilmington. 227 WEST ANAHEIM, Wilmington. Phone No. 309.

FOR the best buys in Wilmington see
E. E. LONG,
707 W. Anaheim, Wilmington.

IF you are looking for BARGAINS in WILMINGTON property, it will pay you to make a call at 428 E. ANAHEIM BLVD.

WE HAVE THE SNAPS
JOHNSON-LEE REALTY CO.
426 E. Anaheim st. Ph. 4 of 14 Locust

WANTED to buy, Wilmington property from owner for building purpose. Address C. box 177, TIMES OFFICE.

WILL buy your Wilmington property if priced right. Write at once.
W, box 110, TIMES OFFICE.

HARBOR PROPERTY—For Sale

Wilmington

TWELVE YEARS ON THE JOB.
For authentic information, appraisals, advice, based on careful analysis; in fact, any enlightenment on the subject of Wilmington at Los Angeles Harbor, write or call on
H. H. WALLACE, 505 E. Anaheim Blvd.
WILMINGTON, CAL.

PIONEER REALTY CO.,
810 E. Anaheim and 240 Canal ave.
WILMINGTON PROPERTY APPRAISERS

COUNTRY PROPERTY—For Sale

Ventura

YOUR OPPORTUNITY
TO ENABLE ME TO IMPROVE I WILL SELL PART OF MY RANCH
20 ACRES, $2750, $950 DOWN.
20 ACRES, $3000, $1000 DOWN.
20 ACRES, $3250, $1250 DOWN.
20 ACRES, $3500, $850 DOWN.
Balance 6% interest. 7% interest on deferred. This land is located 52 miles from Los Angeles, State Highway to property. If you own a farm you will appreciate owning some land in the mountains, which you can either farm or hold for camping sites, and remember, each acre is equivalent to 6 lots, so your can see the opportunity in the land for future. This land is fine for grapes, fruit and grain. Very good for turkeys and chickens. Resort now building near by. Will guarantee water can be developed. Address PETERSON, 1440 Morningside Ct., City. Phone Holly 1172.

FARMING ON STATE
INSPECTED AND
APPROVED Ia NDS.
Farmers with reasonable capital or credit or with stock and farm equipment of reasonable valuation, can locate on 10-acre tracts, pay for a small cash payment; balance on crops.
ALL LANDS INSPECTED AND approved by California State Board of Control; water rights and supply, liens, methods of sale, terms and prefs as adaptability of soil, character of crops.
THE NAME OF THIS ASSOCIATION is a guarantee that you can deal with any of its members with implicit safety. Write for detailed information to

CALIFORNIA APPROVED LAND
SETTLEMENT ASSOCIATION,
219 Bassette st., San Francisco, Calif.

WE NEED FARMERS

Men who know soil and what it can produce can be convinced that the money can be made farming alfalfa, cotton and walnuts on 40 acres or more, improved or unimproved, where the sun shines daily, abundance of water, bigger and better crops to the acre every day in the year. Let us show you land that will grow anything, big yearly income for those who grasp a real opportunity now. Call or write for particulars.
PACIFIC HOLD. CO., 526 Lowe State Bldg., Los Angeles.

TEN ACRES FOR $750.
$50 down, $10 a month, 30,000 acres now planted to almonds and fruit in this district. Investigate. Ideal climate. Plant ten acres to fruit, berries and grapes, get a flock of turkeys and chickens. Build your home in the shade of a century-old oak tree and be happy and independent. California land will never be cheaper on act quick.
ALL YOU NEED IS $50.
W. S. REDFIELD, 512 Grant Bldg., L.A.

HAPPY NEW YEAR—There is no happiness without home. We will sell you 5 or 10-ac. groves on so payment for 4 years and give you 10 years to pay. We also have good list of alfalfa ranches, fruit and cotton ranches, city property, vacant and improved. If you wish to buy or sell or exchange
See FOLADNEY REALTY CO.,
518 W. 6th st., Los Angeles, California.

SACRIFICE; INCOME PROPERTY.
80 acres—50 acres planted to orchard—Olives, grapes, almonds, prunes, peaches and apricots. Highway, railroad and school. Highly improved and all bearing. 1000 tons last season. Reasons for selling, sickness. An ideal place. See this information call on M. J. O'DONNELL & CO., Broadway Central Bldg., 532 S. Flower st., Los Angeles, Cal.

$65 ACRE—$45 ACRE
January 2 will be my next trip to the Land of Olives. It is now that high, level fruit land near Arroyo Grande, Grant Highway and ocean. Only 300 acres left. 10 acres $650, $160 cash, $10 rear. Plenty water and natural gas. Write or call for booklet. Last tract, last season. Reasons for selling, sickness. An ideal place. See this information call on M. J. O'DONNELL & CO., Broadway Central Bldg., 532 S. Flower st., Los Angeles, Cal.

COUNTRY PROPERTY—For Sale

San Joaquin Valley

FOR SALE—
NEAR MODESTO, CALIFORNIA.
200-ACRE IMPROVED RANCH.
SPLENDID DAIRY AND ALFALFA LAND
Is reached by a cement-paved road, eight and one-half miles southwest from Modesto.
200 acres especially adapted to alfalfa, beans, Indian corn and feed stuff of all kinds.
The best watered section in the State.
TURLOCK IRRIGATION DISTRICT.
100 acres unsequaled for prunes, pears, other fruits, also alfalfa and corn. Such well considered and highly improved ranches in this section sell from $500 to $1000 per acre. That depends on location.
WE OFFER THIS RANCH AT A VERY REASONABLE price for a short time, and would accept a small cash payment, balance liberal terms. If not sold at once, we might consider a long-time lease to responsible parties, who have a nice dairy herd ready to go on the land and will keep up the improvements.
THE QUALITY OF LAND, WITH PLENTY OF WATER, as we have, guarantees a dairyman a good profit.
The 160-acre tract is one-fenced and improved with a GOOD TWO-STORY EIGHT-ROOM HOUSE NEWLY PAINTED and barn.
If you are interested at all in buying a ranch of this size anywhere in California, we will certainly make it to your interest to figure with us, and the price is right.
Courtesy to all realtors who may have prospects. Further information by wire.
R. G. MITCHELL COMPANY,
Exclusive Agents,
Phone 871838, Suite 615 Van Nuys Bldg., Los Angeles.

FOR SALE—320 acre dairy ranch, 250 in alfalfa, 2 electric pumping plants; good improvements. Sold on contract for $60,000; mortgage $20,000. Will sacrifice my equity. Address owner, W. S. BRAINARD, 1205 Lane Mortgage Bldg.

San Fernando Valley

WHY NOT buy land in the valley at $400 to $650 an acre? Good to farm or subdivide. We have it in large or small tracts on good streets, city water and city conveniences.
Also improved 2½, 5, 10, 20 and 40-acre places; poultry farms, fruit and walnut groves.
See W. STALET with
THE BUTTERRADGH & HUNNICUTT CO., INC.
704 W. Holleywoorth Bldg.
618 and Hill. Broadway 5243

LEASE for one year, 10 acres in San Fernando Valley, $50 per month. Splendid modern 6-room house, garage, poultry pens, walnuts, berries, on Foothill boulevard. Adjoins P. E. station, Mission Hills and Sunland. Address F. box 56, TIMES OFFICE.

FOR orange, lemon or walnut groves, pool, ranch, ranches or any San Fernando Valley property see
TEMPLE & WALTER
910 Porter Ave.
San Fernando, Cal. Green 95.

100 ACRES on Blvd. Black level ground, suitable for subdivision; oranges, or would make ideal subdivision.
205 R. DAY,
412 W. 6TH ST.
Ph. 825-386 Room 1406.

5-ACRE corner improved, $2000 less than surrounding property, showing two towns, may be profitably subdivided. Write owner, R. V. CHAVEZ, Universal City, Box 243.

Fresno

210 ACRES, 5 miles from Fresno Court House, paved highway, irrigation ditches, cheap water, level land, no alkali. Adjoins the Fortner Fig Gardens. Basis appraisement, $250 per acre. Owner says sell all or part for $200. Will exchange for San Francisco Bay property, Seattle or Los Angeles. THOMAS H. DEMPSEY, 816 Grant Bldg.

Santa Barbara

LOMPOC best land, best climate, 10 acres produces $5000 year. Land improved, for sale $850 to $750 per acre. Write for literature. M. MARSHALL, 725 N. Western Ave., L. A.

MOUNTAIN, CANYON PTY.—For Sale, Exchange, Wanted

AN ideal setting for a gentleman's country home within commuting distance of city. Rare combination of beauty and topography gives climatic perfection and natural landscape of great beauty. Visit of one and thousands may be had from the higher portions of this wonderful fruit belt. Forty acres in the heart of the Santa Monica mountains, mostly magnificent oaks, a sycamore shaded brook, fruit trees, etc. Price, $2000 per acre. Will exchange for income property. Phone 43-M.

WILL lease upon reasonable terms 200 acres Duarte Ch., Tex., near improved drilling operations of Humble Co. Other near by leases. Address P. CARROLL HILL, 2151 N. Raymond Ave., Pasadena.

FOR SALE OR RENT—PRICE $12,000.
160-acre mountain ranch, 4200 elevation, about 100 acres in cultivation in almonds, balance timber, 2 miles from Julian, in climate ideal. Finest place in world for raising turkeys, absolutely no fogs. A gem cure for asthma and 95% cure for tuberculosis. This mountain home will support itself and family. I must sell this month. Would like some cash, will lease to reliable party. No agents.
OWNER, WALTER S. BROWN, 724 EAST 72TH ST.

MOUNTAIN property for subdivision, Mt. Subdivider, for the money I have 5 of the finest lots in Tract No. 1, Mountain Mesa, Tract No. 1, 20 a. 1, 2, 240 acres also 960 acres all accessible, close to Pasadena Arrowhead, Lake Tahoe. See me or phone H. H. WELLS, 377 E st., San Bernardino.

FOR SALE at sacrifice, Arrowhead Lake lot near lake and Arlington Lodge. Phone CNIV. 1102.

EASTERN, NORTHERN PTY.—For Sale, Ex., Wanted, Etc.

For Sale.

THE ONLY PANORAMIC
LOT OF ITS KIND
IN THE UNITED STATES.
Wonderful commanding location, unexcelled for lodge, club, fraternal, class A apartment, 210 ft. clear frontage on Lakeshore Blvd. Box seat on the shore of Lake Merritt. Right in heart of the beautiful, progressive city of Oakland, having the best climate in California. 160 ft. deep, opening to Harrison street (business entrance.) Get busy and erect the building that will have the unobstructed panorama of water passing parks, mountains and city. Also 60-ft. corner on Harrison street for store facilities on the premises, and we will lease this only site for 50 years, and will consider selling a 99 year lease to the lessee. Owner, ALEX. H. LENT, Dentist, Calif.

OAKLAND—
Business property is increasing in value every day. We have some wonderful buys in business and business properties. Write today for particulars to
FRED T. WOOD CO.
417 15th st., Oakland.

For Exchange.

115 acre grove, best orange district near Riverside, $1200 per acre. Trees in fine shape. Will take $100,000 in exchange.
Twenty-acre grove, San Fernando, 10 lemons, 10 Valencias. $50,000 clear. Will add $10,000 or $20,000 cash for income. Will consider good town.
$90,000—Choice grove, Redlands, high wind brakes, paved streets, near banks and business. $2000 crop. Will take home, northern or eastern.
$25,000—18-acre grove near San Bernardino. Want Seattle, northern or eastern.
Yakima, Wash., apple orchard of 111 acres, highly improved, good house, barns, etc., clear. Want home or suburban place $7500 to $10,000.
Porterville—40 acres, 20 in grapes, 10 prunes, good house, $25,000. Want L. A. or Pasadena, or close in.
Seattle—Nice home in University district, $7500. Have 5 fine acres suburban, fine for chickens, berries. Some small trees. Paved highway, adjoins city, $2500 clear.
Wisconsin—Lake front, 116 acres, owner here, value $5000. Owner says to sell or $3000 for something here. Will assume.

THOMAS H. DEMPSEY,
816 Grant Bldg., Broadway at Fourth.

VERY attractive 6-room bungalow in Berkeley, situated in beautiful Claremont section. Hide, floors, garage, huge basement, hot water system, heating system, 2 toilets, shower, every modern convenience. Want L.A. Pasadena or Glendale bungalow. ROGERS, 227 Story Bldg. Metro. 5285.

EXCHANGE—California or Eastern. Any size, any price. List with us. 400 CITIZENS' NATIONAL BANK BLDG., Los Angeles, and No. 3 Plaza Square, Orange. Resident of Southern California 20 years. HOWARD O. WILLIAMS,
(Certified Grocer.)

WANTED—TEXAS FOR CAL.
Will exchange a 5-room home on Colorado st., Pasadena, for 5-room bungalow or small farm near Dallas. Must have good house and improvements. Give me quick.
FRANK PARKER, Glendale, Cal.
143 N. Brand Blvd.

WISCONSIN lands, all or part of ONE THOUSAND ACRES, lake frontage, some timber, all clear. Also stock and dairy farm, near State capital. Want California city or property. G. W. DENISTON, 2307 Fairfax ave.

IF YOU want to exchange Texas property for California property or California for Texas, call
MARTIN & WALSH
657 N. Western Ave. 439-508.

STOCK farm, 1224 acres, Northeastern Kansas, or income property or suburban home as part payment. Owner, FRED STOCKS, Blue Rapids, Kans.

EXCHANGE what? Clear lots; Stockton, Cal., also New Jersey. 611 SAN PEDRO.

Wanted.

WANTED—Northern or Eastern to $50,000. Have home, also alfalfa land, clear. Address Post Office Box 342, Long Beach.

WANTED—Eastern for California, that's my trade. T. A. WATT, 453½ S. Broadway.

EASTERN, NORTHERN PTY.—For Sale, Ex., Wanted, Etc.

Wanted.

EASTERN OWNERS, ATTENTION!
If you desire to transfer your EASTERN HOLDINGS to SOUTHERN CALIFORNIA
see us. We have specialized for the past ten years on Eastern Exchanges. Have large list of high-class income property, residences and country to exchange.
R. M. GALE CO.,
626 So. SPRING ST.
574-525.

LOS ANGELES INCOME FOR EASTERN CITIES OR CORN LAND.
WM. H. VATCHER & CO.,
616 PACIFIC MUTUAL BLDG.,
PHONE 872-130.

WANTED—CLEAR EASTERN.
For choice income property here.
ELMO & BALLAGH,
87886½. 303 Jr. Orpheum Bldg.

I BUY & exchange Eastern property.
C. H. PAXSON, 530 W. 9TH ST.

EASTERN & CALIFORNIA EXCHANGES
SIMPSON & CHILDS, 453 S. Spring.

SAN DIEGO PROPERTY—For Sale, Ex., Wanted, Etc.

SAN DIEGO DISTRICT
FOR HOME OR SUBDIVISION
6 41-100 acres on prominent corner with 856 feet paved boulevard frontage. Business is already established at this corner. Fine garden soil with water and electricity available. Price $1000 per acre, half cash, balance easy, or might accept clear Pasadena or Los Angeles land for half, balance cash. Commission to agents. R. S. SIMMONS, owner, 1800 East 11th, Long Beach. Phone 618-250.

HARDWARE BUSINESS FOR SALE. NICE CLEAN STOCK OF TOOLS AND STEEL. HARDWARE, GOOD FIXTURES. EXCELLENT LOCATION. A BARGAIN. STIRN HARDWARD CO., 1057 7TH ST., SAN DIEGO.

GOVERNMENT LAND—and Relinquishments

WILL get you good homestead for one month's work. Give location. Address R. box 217, TIMES OFFICE.

OIL PROPERTY—Miscellaneous

OIL ROYALTIES AND LEASES—
We have field offices at Torrance, located in the Dominguez and Long Beach districts. We are in daily contact with the land owner. We can serve the royalty and lease buyer most intelligently. If you are looking for bargains in either, connect with us. Our expert organization will gladly give you daily field information without cost or obligation.
ROBERT MARSH & CO., INC.
Field Office No. 1.—Near corner Arlington and old Redondo Rd., Torrance.
Field Office No. 2.—Corner of Pine and Narbonne, Lomita.
Main Office—200 Marsh-Strong Building, Los Angeles.

OIL AND FARM ACRES
ACRE TRACTS, $175.
ON TO KERN for the oil fields, for more farm products. For positive safety for best crops, for unlimited profits, buy now in fee oil and farm lands, good soil, plenty water, on paved highway; fully developed; completely equipped; near big production, surrounded by lands that the big companies, test wells now drilling. H. T. HAGAN, Owner, 501 Cit. Nat. Bank Bldg.

HALF of 15-acre orange grove for sale, between Whittier and Santa Fe Springs. Grove in full bearing. Well now being drilled; 200 ft. Will sell or lease, or will be forced to sell ½ of it because I cannot handle it alone. CALL AT 8310 S. FIGUEROA st.

ON favorable terms, no bonus, 7½ acres at Huntington Beach, adjoining producing wells. Standard Oil Co. This lease carries commitment to drill. Will drill pipe and 2500 feet perfect hole. If interested address T. box 51, TIMES OFFICE.

TWO drill sites in fee, near Sentinel Jeptcher and Standard Well. Also have several leases at 1-6th royalty in this vicinity.
BERGMAN & ROHRING
Opp. Citizens' National Bank.
Torrance, Cal.

FOR SALE—Corner lot, OIL right, 2-3 acre, BETWEEN SIBELL KEYSTONE and STANDARD'S PRODUCING. CASH. VONDERHAHE, CROWELL & STEINER, Citizens' and Cabrillo
Torrance, Phone 43-M.

WILL lease upon reasonable terms 200 acres Duval Co., Tex., near improved drilling operations of Humble Co. Other near by leases. Address P. CARROLL HILL, 2151 N. Raymond Ave., Pasadena.

LOMITA land owner must sell 3-8 royalty in well producing 1000 barrels a day for $1750 a year. Box 134, BLAIR, 528 Narbonne ave., Lomita, Calif.

WANTED—Julian Petroleum stock. Will trade lot in Manhattan Beach, worth $1000. Phone 582-608.

FOR SALE—6 acre lease on Telegraph road directly between Signal and Burbank wells. Call owner 627-80.

ORANGE, LEMON, WALNUT Groves

For Sale.

FOR SALE—
For sale, 30-acre orange grove and beautiful city home. Groves grove not excelled in state; slightly over 2 miles from Los Angeles. Foothill Blvd. district; very large yield; high state of cultivation; all modern equipment, tools fertilizer, etc.; ornamental planting, flowers, shrubs, lawn; modern garden; practically every variety table fruit trees, berries, etc.; beautiful modern workman's cottage, garage, chicken house, blooded trap-nested chickens, Guernsey cow, horse, etc. Home is in a most charming, healthy neighborhood, good schools, several adjacent towns and cities; close to lovely country club, one of best golf courses in state, house modern, new and furnished, excellent taste; purchaser considered. Address A. B. HASTINGS CO., Central Bldg.

FOR SALE—5 acres walnuts. For the next ten days we are offering one thousand dollars under value for same. Tract is ideally located 5-acre full-bearing walnut grove in the Pomona valley district, Ganesha and intersection near Pomona. Improved with 6-room House. All city conveniences including gas, short furnace. Lawn, chicken, rabbit and cow pasture. We will consider in exchange smaller acreage or good city lot with large ground. Call POMONA 1720 evenings only.

J. A. FITCH
12 Union Block, Pomona.
21 years selling orange groves.
ORANGE BARGAINS
EXCELLENT LOCATION, 7-YEAR-OLD 20 ACRES, good crop, big income producer, fine soil, 3 consecutive seasons $40,901.20. Good bldg., $16,000.
$16,000, 10 acres, crop 5000 boxes. Fine soil, good bldg., $16,000.
Have other good buys in orange groves ranging in price up to $100,000. Several have high-class income properties.
J. A. FITCH, 12 Union Block, Pomona.

FOR SALE—BY OWNER, AT A SACRIFICE PRICE, 17 ACRES IN NAVEL ORANGES AND GRAPEFRUIT IN FINEST CONDITION. 15-YEAR-OLD TREES, FROST-LESS BELT. TEN SHARES OF WATER STOCK AND THIS YEAR'S CROP INCLUDED. LOCATED IN CITY OF RIALTO. WILL CONSIDER TRADE FOR CITY PROPERTY. OWNER, M. LIGHT, 301 TITLE GUARANTEE BLDG., LOS ANGELES, Cal. 60091.

IDEAL COUNTRY ESTATE.
Beautiful 20-acre Washington navel orange grove, full bearing, located 1 mile from Pomona College. Grove in excellent condition, good crop, abundance of irrigation water; no buildings. Price $40,000; 1-4 cash, balance to suit. Will consider part exchange residence or income in L. A. to $10,000. Write owner, M. K. STENSGAARD, Pomona, Cal.

20-ACRE WALNUT GROVE—
Pretty home with bath, barn, poultry house, 2 lemon, 3 orange, 3 grape fruit, several peaches, 2 figs, 1 persimmon, all in bearing on 20 acres. Fine soil, 2 miles from Pomona College. Grove in excellent condition, good crop, abundance of irrigation water; no buildings. Price $40,000; 1-4 cash balance to suit. Will consider part exchange residence or income in L. A. to $10,000. Write owner, M. K. STENSGAARD, Pomona, Cal.

OIL AND FARM ACRES

ON TO KERN for the oil fields, for more farm products. For positive safety for best crops, for unlimited profits, buy now in fee oil and farm lands, good soil, plenty water, on paved highway; fully developed; completely equipped; near big production, surrounded by lands that the big companies, test wells now drilling. H. T. HAGAN, Owner, 501 Cit. Nat. Bank Bldg.

HALF of 15-acre orange grove for sale, between Whittier and Santa Fe Springs. Grove in full bearing. Well now being drilled; 200 ft. Will sell or lease, or will be forced to sell ½ of it because I cannot handle it alone. CALL AT 8310 S. FIGUEROA st.

ON favorable terms, no bonus, 7½ acres at Huntington Beach, adjoining producing wells. Standard Oil Co. This lease carries commitment to drill. Will drill pipe and 2500 feet perfect hole. If interested address T. box 51, TIMES OFFICE.

TWO drill sites in fee, near Sentinel Jeptcher and Standard Well. Also have several leases at 1-6th royalty in this vicinity.
BERGMAN & ROHRING
Opp. Citizens' National Bank.
Torrance, Cal.

FOR SALE—Corner lot, OIL right, 2-3 acre, BETWEEN SIBELL KEYSTONE and STANDARD'S PRODUCING. CASH. VONDERHAHE, CROWELL & STEINER, Citizens' and Cabrillo
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FOR SALE—6 acre lease on Telegraph road directly between Signal and Burbank wells. Call owner 627-80.

POULTRY RANCHES—For Sale

POULTRY RANCH, 1 acre, 6-rm. mod. bungalow. Gas, electric, walks, schools, near stores and car line, improvements for 1000 hens; chicks, trees, shrubbery. An ideal home for you; price $6500. $2500 cash, bal. terms. Located in Arcadia, on good road to Ivra, 40 minutes to L. A. See owner at 3205 W. WASH. Tel. 765-020.

$50 DOWN gives you new 2-rm. house and 1 acre good land. Water, elec., some fruit trees, fast growing La Mesa district. Near San Diego. Bal. of $950 easy terms. See GRABLE, Francisco Bldrs Co., Room 6, 124½ S. Spring st., Los Angeles.

POMONA HOME ACRES
Ideal for poultry, fruit, garden. Acres, $1000, $1600; half acres, $590, $790; one-fifth cash, balance $10-$25 per mo. Domestic water, gas, electricity, irrigation water, bearing fruit trees. GEO. L. STENSGAARD, Pomona, Calif.

STOCK—DAIRY RANCHES For Sale and Exchange.

DAIRYMAN with 100 cows or more. Ideal land for cows and dairy site. For full particulars address P. O. box 241, HEMET, CAL.

REAL ESTATE—For Sale—Miscellaneous

FOR SALE—6 acres highly improved, situated in La Canada, suitable for sanitarium or subdivision. Must have church, school, grocery and P. E. bus. stops. Gas and electricity available. Apply Route 4, box 134, PASADENA.

$20 ACRES rich, level land, $10 an acre. $5000 improvements, water for crops, some terms. C. S. COX, Elks' Club, Tucson, Ariz.

Timber Lands.

HAVE a fine tract of timber, road built, sawmill erected and operating, contract made covering entire output at good price. Need additional capital to carry us until lumber is dry and ready to ship. If you have the capital let me tell you about it. Address T. box 48, TIMES OFFICE.

FOR EXCH., 1800 acres hay (grass, near Roseville, Cal., for R.P.E. $7,000,000 free $42.50 per acre, Terms, Reisacre, R. J. PIERCE, 1022 Marsh-Strong Bld. 874114.

100 ACRES.
$1850 PER ACRE.
1200-ft. Verdugo Blvd. frontage. High class subdivisions on every side.
This is a beautiful tract and the price exceedingly low, as lots are selling from $2000 to $7500.
Fair cash payment, 5 yrs on bal. Liberal release clauses.
OWNERS' INV. CORPORATION,
OWNER,
1209 Locw Sale Bldg.
827-788.

65 ACRES READY FOR SUBDIVISION
Most attractive tract of smooth laying land. Street cars pass this tract; roads on three sides.
Adjoins the city of Reseda—now building marble front bank and store.
SPLENDID BUY, $1250 PER ACRE
See Mr. Chase with
TAFT REALTY CO.,
8731 Hollywood Blvd. Holly 7190.

WESTERN AVENUE
FRONTAGE
FOR SALE
135 acres with one-half mile on WESTERN AVE.
Just south of Manchester on the high ground.
Ready for subdivision.
See WM. PECK or H. E. CULLER
1208 Title Ins. Bldg. 10th Street.
289-097.

DESIRABLE CLOSE-IN ACREAGE
FOR SUBDIVISION OR INVESTMENT
GROWS SCARCER AND MORE
EXPENSIVE EVERY DAY.
Therefore, it is a rare opportunity when 10 acres of beautiful land with every requisite for perfect subdivision such as scenic location, unobstructed view, superior neighborhood, convenient transportation, ample water supply and close to the city, can be picked up for $2500 per acre, or the price of one lot when subdivided.
If You Can Beat That, Show Us!
Call A. G. Browne, 878451, with
JOE TOPLITZKY COMPANY
205 H. W. Hellman Bldg.

62½-ACRE SUBDIVISION
Make 248 LOTS
(Subdivision Complete)
"EDGE OVER THEM ALL"
Keenest, cleanest sub. opportunity, With surest, quickest harvest. Fronts new high-class residence subdivision and new big Automobile Factory and other industries to be built soon. Claim to cost many millions (big investors). Big men, wonderful location.) My 62½ acres lie between these big projects and just beyond lands valued $2000 to $3000 acre. Note! My price is $1000 per acre. Terms, Reisacre. R. J. PIERCE, 1022 Marsh-Strong Bld. 874114.

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$1850 PER ACRE.
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See Mr. Chase with
TAFT REALTY CO.,
8731 Hollywood Blvd. Holly 7190.

44 ACRES
SAN FERNANDO BLVD.
Near City of San Fernando.
Priced Right.
Terms Reasonable.
Thousands of cars pass here daily. It will sell itself.
SEE QUICK.
There's big money in this.
TEMPLE & WALTER,
910 Porter ave.
San Fernando. Green 95.

SUBDIVIDERS, ATTENTION—14 acres just ripe for subdivision at $1500 per acre. Under competitive price. Close to Los Angeles and the beach on live blvd. 2 blocks from the best car service. Purchase price only $54,000. Will sell worthful profit. JERRY M. REEVES, 219 Story Bldg. Metropolitan 6486.

20 ACRES IN BURBANK—North of San Fernando Blvd., will subdivide into 100 lots and sell for $1250 each. Our price $2750 per acre and only 10% down. Balance terms.
45 ACRES in Lankershim. A bargain at $1500 per acre. Terms.
BROOKS & MILLER
916 Love Bldg. Ph. Main 3754.
211 E. Mdwy., rm. 8, Glendale 3417.

REAL ESTATE
SPECIAL NOTICES
Exclusive Agents.

RANCH BARGAINS
$120,000 1-2 down, 120 acres rich high producing soil, 20 acres in budded walnuts, 2 pumping plants producing 1400 inches, beautifully situated, 15 minutes auto run from our office. Good modern home; if desired will sell 60 acres with good use of the improvements for $72,000, 1-3 down. AN ABSOLUTE BARGAIN. EXCLUSIVE SALE LISTINGS.

FOR SALE—OR EXCHANGE— 10 acres producing Valencias in Orange County Valencia belt. One of the best groves in County. Exchange equity for Eastern farm.

HOWARD O. WILLIAMS,
400 Citizens' National Bank Bldg., Los Angeles, & Plaza Sq., Orange, Cal.

5-ACRE orange grove, full bearing, beautiful modern home, furnace, fine location, fine section. Price $26,000 including $12,000 without. J. C. JENS, Glendora, Cal.

SEVEN acres highest grade Valencia orchard, beautiful home eight blocks from City Hall, Fullerton. Phone Holly 6204 for particulars.

10 ACRES, Redlands best oranges; fine subdivision; paved two sides; 5000 boxes crop; trade part trade L. A. M. BALAAM, 735 N. Western ave., L

MONEY WANTED—
Real Estate and Collaterals

WANTED—$2000, 7%, 822 Cherokee, 1st $5000, 5 yrs, bungalow & garage just sold for $9000.
$5000, 6%, 1208 N. Irving Blvd, 5-yrs. Other loans. A. Garage, value $10,500.
$4000, 7%, 2413 Las Palmas Ave., near Melrose, 1st 60x150, 6-yrs. Italian villa; dandy gem; just sold for $12,500.
$50,000, 7%, Hill Manor Apts., 1st 50x150, 7-yrs. lease, first $15,000. N. P. L. A. Bldg. Robert Valle, 210 Story Bldg.
$45000, 7%, 1000 S. Orange Dr., near Wilshire, 1st 80x150, 8-rm. 2-sty. house, value $55,000.
LOCKHART & SON,
701 H. W. Hellman Bldg. Phone 829-813.

HILLS WANTED on 120-000 for 10-yr. 1st mortgage, 5 or 5-year. Call HOLLY 4211.

WILL pay 4% commission on $1000 loan, 5 yrs 8%. HUMBOLDT 3784-W.

WANTED—$12,000, 6% SECURITY $50,000 DAIRY FARM. 300 E. W. HELLMAN BLDG

MORTGAGES—
Trust Deeds

YOU CAN MAKE

6% DISCOUNT ON PRIME PAPER
AMPLE MARGIN, ACTUAL SECURITY.

$8000 1ST MORTGAGE

LOT 80x130
WITH NEW AND MODERN 6-ROOM AND 4-ROOM DOUBLE BUNGALOW AND GARAGE.

TOTAL VALUE $13,000.
INVESTIGATE.

2305-2307 SO. ARLINGTON AVE.
OTHER MORTGAGES $500 TO $20,000.

BUILDERS' FINANCE ASSOCIATION
413 LAUGHLIN BLDG. PH. 822201.

WANTED to get in touch with principals wanting to invest in mortgages and trust deeds up to 40% of the valuation of new buildings now being constructed. Will pay small bonus. See MR. Barkwith with

LEON SHEVITZ
202 Los Angeles Bldg.
Metropolitan 3456 Metropolitan 4622.

$5000 WANTED at 7%. Give first mortgage on well improved income property. Portion loan could build other home on same lot, to increase income. See OSCHOWSKI, 20748½ Middlebury st. (E. from 870 S. Vt.) Will pay 7% first month's payment on income property. See LATHAN, 1015 S. E. 52nd st.

WANTED—$25,000, 6, to 5 years, on N.W. corner 47th & Hill Sts. Lot 104x194. Will improve entire corner with 9 strictly modern stores to cost about $25,000. Address owner, Principals only. J. B. ALTHOUSE, owner, 315 S. Western Ave., Dexter 4472.

$18,000 AT 6% on new 2-story stucco store and flat, bldg. and 12-rm. stucco home, court, N. W. cor. W. 21st st. and Van Ness ave. Worth $28,000. Call owner, $26,000. AMERICAN MORTGAGE CO., 1049 S. Hill St. 876-181.

WANTED—$30,000, 1 per cent, 3 years, on new 5-room, tile roof, bungalows on West Santa Barbara, corner Dalton; 3 stores, property valued at $65,000. Also $7,000 first, 2 per cent, can be MR. FORD, 607 S. Western ave. Dunk. 1000.

$7500 AT 6% on new 6-rm. stucco double flat bldg. Rents $90. Lot 50x150. Cor. N. W. cor. W. 57th Pl. and Arlington Ave. Lot 50x173. Val. $20,000. AMERICAN MORTGAGE CO., 1049 S. Hill St. 876-181.

MONEY WANTED

$3000 on Size corner lot in business district, close to 10th and Norton Ave. Will pay 2% commission.
SCHULMAN,
73042. Cor. 10th and Norton. 769706.

WANT—$3000 for first mortgage, 2 years at 8 per cent, on 6 acres on Main st. near 157th st. $4,000 offered for the property, worth $10,000. Will discount $300. If you have cash write box 175, HOLLYWOOD.

$4000—5% GOOD INCOME, 7 rooms, brand new bungalow, big lot, high ground, best south of Wilshire Blvd. This property is worth $12,000.
THE BOND & MORTGAGE CO.
215 S. Hill St., Suite A. 822-2204.

$20,000 AT 6% on new 2-story stucco rooming court, 1187 Gladys Grove Ave. near Vermont Ave., Hollywood. Lot 72x153. Val. $35,000. AMERICAN MORTGAGE CO., 1049 S. Hill St. 876-181.

WANT building loans, $4000, $5000, $6000, about 6% value; will pay 8% interest; payments monthly or quarterly. Exchange building. Phone 64666.

IF YOU desire to place money on Wilshire or Hollywood property, please see us as we specialize in fill-in or 1st mtg. loans.
GUARANTY AVE. REALTY CO.
Phone 52555. 528 S. Western Ave. 560-563.

$10,000 AT 6% on new 2-story stucco 12-rm. flat & 5-rm. house. Lot 100x150. Cor. near Melrose. Val. $27,000. AMERICAN MORTGAGE CO., 1049 S. Hill St. 876-181.

WANTED—$12,000 on 10-year leasehold & furnishings of Wilshire apt. house, all clear. Will give chattel for 5 yrs. more than loan. Principals only. Address E, box 180, TIMES OFFICE.

$25,000 AT 8% on new 2-story stucco apt. house. Lot 70x200. Val. $45,000. Double. Lot 70x200. Val. $45,000. AMERICAN MORTGAGE CO., 1049 S. Hill St. 876-181.

WANTED—Money on 1st mortgages, $1000, 2 years, 6 months, for 1st 12½ per cent. Will pay 8-per-cent interest, on mortgage guaranteed absolutely. Address
CONSOLIDATED MORTGAGE CO.
Mut. 8335. 426 Washington Bldg.

WANTED to get in touch with principals wanting to invest in mortgages and trust deeds up to 40% of the valuation of new buildings now being constructed. Will pay small bonus. See MR. Barkwith with
LEON SHEVITZ
202 Los Angeles Bldg.
Metropolitan 3456 Metropolitan 4622.

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$7500 AT 6% on new 6-rm. stucco double flat bldg. Rents $90. Lot 50x150. Cor. N. W. cor. W. 57th Pl. and Arlington Ave. Lot 50x173. Val. $20,000. AMERICAN MORTGAGE CO., 1049 S. Hill St. 876-181.

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WE BUY trust deeds up to $30,000.
F. A. PATTEE CO.
711 Bellingsworth Bldg. 874987.

7½% DISCOUNT on excellent first mortgage, bearing 8% interest, due three years

THIS STORE KEEPS OPEN ALL DAY SATURDAY

J. W. Robinson Co.

Store Opens 9 a.m., Closes 5 p.m. Seventh and Grand Telephone: Broadway 4701

White Sales

THE beginning of Robinson's January White Sales is one of the first opportunities the New Year brings.

It is an event evincing beauty as well as quality. A sense of immaculate freshness is evidenced everywhere.

There is something in the quality that satisfies that sense of good taste which is woman's inherent guide to all that is worthy of her.

And something else—in the pricing, that brings satisfaction from every point of view.

One will dauntlessly brave the crowds that such an event draws. Simply because one cannot afford to miss an occasion strong enough to attract so many people.

Handmade Dimity Blouses $4.95

OF finely striped or cross barred dimity are these tailored **Blouses** offered for the first day of Robinson's January White Sales.

All of them hand made, with edgings of real Irish or Filet lace on Peter Pan or V-neck collars. With hand-drawn work or embroidery on vests, cuffs and collar.

Priced at only **$4.95.**

THIRD FLOOR

Neckwear Trimmed with Real Laces

GUIMPES in new and original styles, with Tuxedo or Buster collars, or with modified frills and ruffles, and in shades of cream or cocoa, will be priced at **$8.75.**

Bib Collars of finely tucked net—some short, some extending below the waist, and in cream or beige, will begin at only **$3.50.**

FIRST FLOOR

Wash Fabrics

THE opportunities afforded by the materials collected just for the white Sale are fairly endless. One may find almost any fabric necessary for purposes of stitchery, and at a price far below the ordinary.

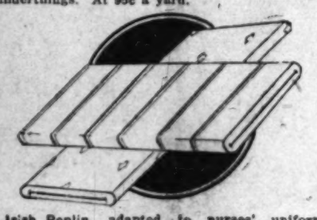
2000 Yards of **Checked and Figured Nainsook** in peach, pink, maize, orchid and white. At only 35c a yard.

And 100 pieces of **Japanese Nainsook,** to be had by the ten-yard bolt, at **$5.50.**

Imported Bloomer Cloth in white, pink and other delicate shades. 600 yards at 85c a yard.

350 Pieces of **Long Cloth** may be had in three different qualities, from the fine to the heavier. Ten-yard bolts, each at **$2.25, $2.95, $3.45.**

French Voile, 500 yards just imported, is in white only and of an especially lacy texture, attractive for frocks, for blouses and for dainty underthings. At 95c a yard.



Irish Poplin, adapted to nurses' uniforms, house dresses and children's rompers, is in a 600-yard quantity, at 85c the yard.

4000 Yards of **Imported Japanese Crepe** is in more than 25 of the light lingerie shades. Priced at only 25c a yard.

SECOND FLOOR

Robinson's January Clearance Sales Begin Mon. Jan. 7

Handmade Lingerie

ALL of this charming **Lingerie** is made by hand, of French batiste, that sheerest of delicate fabrics.

At prices that are of compelling interest in their agreement with the trend of white Sale values.

One group includes **Gowns, Chemises, Step-ins** and **Bloomers,** each style priced at **$3.95.**

Of the same type of lingerie but with more elaborate trimming of lace, are **Gowns and Chemises** at **$5.95.**

Gowns with wide filet and embroidered net insets, will be **$7.50.**

FOURTH FLOOR

Quantities of Silk Underwear Enter The White Sales

OF first interest to all women is the announcement of the arrival of quantities of **Silk Underwear** of every dainty sort. All to be offered at extremely low prices during the White Sales.

Gowns of a very fine quality of crepe de chine, trimmed with laces, will be **$5.95.**

Gowns of lingerie silk, trimmed with real filet and Calais lace, will be priced at **$7.95.**

Gowns, lace trimmed and tailored in attractively conservative styles, will be **$8.95.**

Gowns of crepe back satin or a heavy radium are trimmed with filet and Irish lace. Priced at **$10.50.**

Envelope Chemises of crepe de chine, trimmed with real filet and French Val lace are in flesh, peach and orchid shades. At **$3.95.**

Vests and Step-ins of crepe de chine, tailored or lace trimmed, at **$3.95.**

Envelope Chemises of crepe de chine or radium, tailored or lace trimmed, at **$4.95. Vests and Step-ins** in many lighter shades of radium, and lace trimmed also at **$4.95.**

FOURTH FLOOR

Table Cloths and Napkins

PATTERN **Table Cloths** of linen satin damask will justly take a prominent place in the Sales. Their firm, heavy quality, shining texture and distinctive patterns make their price a matter of wonderment.

In many designs, with circular centers or square outer borders, and in size 70x70 inches—priced at only $5.00 each.

Napkins to match, in size 20x20 inches, at **$5.00** a dozen.

Laurel Brand Linen Satin Damask, imported by Robinson's from Ireland, and exclusive with them, will be available in an especially fine quality, and 72-inch width, at $2.85 a yard.

Napkins to match, size 22x22 inches at **$9.50** a dozen.

SECOND FLOOR

Hemmed Cotton Sheets and Pillow Cases

OF a very high quality—marked unbelievably low for the White Sales—these **Sheets and Pillow Cases** will delight the thrifty shopper.

Neatly hemmed, and ready for use, they include the following sizes and prices:

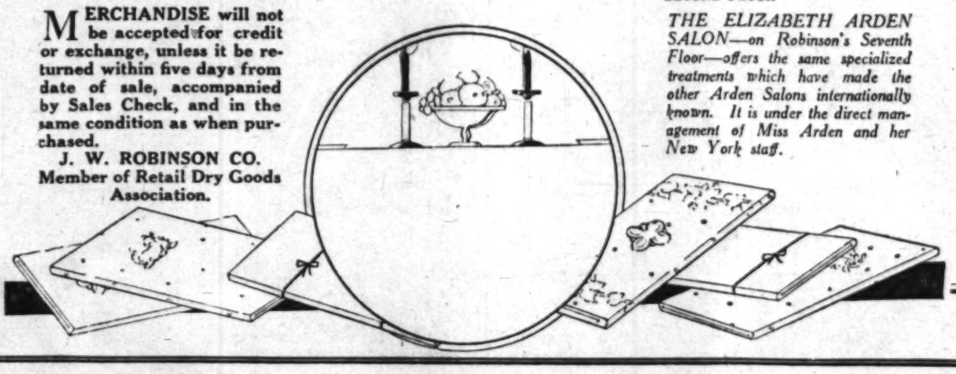
Sheets in size
72x99 inches, at $1.65 each.
72x108 inches, at $1.75 each.
81x90 inches, at $1.65 each.
81x99 inches, at $1.75 each.
81x108 inches, at $1.95 each.
Pillow Cases in size 42x36 inches, at 37½c each.
45x36 inches at 40c each.
45x38½ inches at 45c each.

SECOND FLOOR

THE ELIZABETH ARDEN SALON—on Robinson's Seventh Floor—offers the same specialized treatments which have made the other Arden Salons internationally known. It is under the direct management of Miss Arden and her New York staff.

MERCHANDISE will not be accepted for credit or exchange, unless it be returned within five days from date of sale, accompanied by Sales Check, and in the same condition as when purchased.

J. W. ROBINSON CO.
Member of Retail Dry Goods Association.



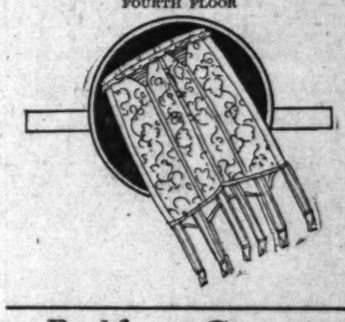
Women's Athletic Suits $1.15

300 of these **Athletic Suits** are offered in the White Sales.

They are of a good quality of nainsook or dimity, and made in the desired bodice style.

At **$1.15** each.

FOURTH FLOOR



Redfern Corsets at Half Price

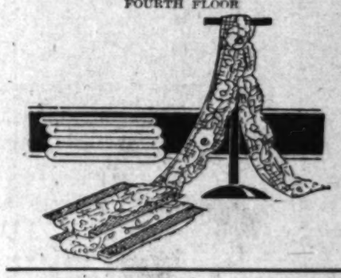
MORE than 1000 **Redfern Corsets, Wrap-around Corsets and Corselettes** will be reduced to just half their regular prices for the first day of the White Sales.

The models are all up-to-date—and the group includes all sizes—though not at each price.

Regularly priced as follows: At **$6.50, $7.50, $8.50, $10, $12, $15 and $20.**

At half these prices on Wednesday.

FOURTH FLOOR



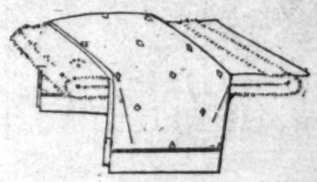
Real Irish and Filet Laces

THOUSANDS of yards of them—both edgings and insertions in any number of widths and patterns. All new—all fresh—all ready for eager Wednesday shoppers.

Real Irish Laces in widths from ½ inch to 4½ inches—will begin in price at **15c, for picot edgings.**

Real Filet Laces, in widths from ½ to 8 inches, will begin in price at **12c—for the picot edgings.**

FIRST FLOOR

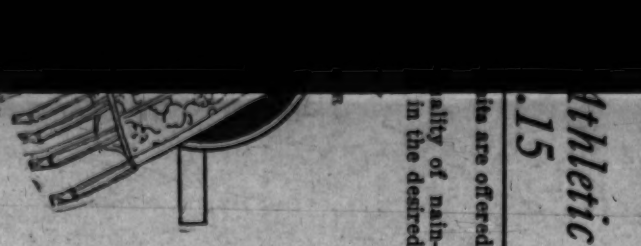


Towels

LINEN Glass Towels, of heavy, absorbent quality, with small checks in red or blue. Size 20x36 inches. Priced at **50c** each, or **$5.50** a dozen.

Hemmed Athletic Rib Turkish Bath Towels of double thread construction and heavy quality. In size 21x42 inches at **45c** each, or **$5.00 a dozen.**

SECOND FLOOR



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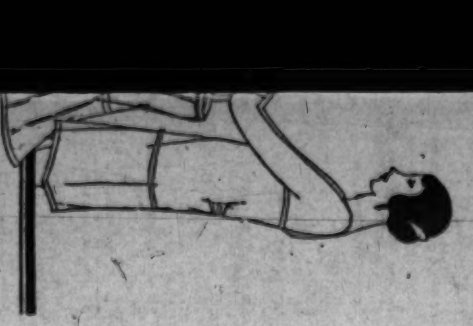
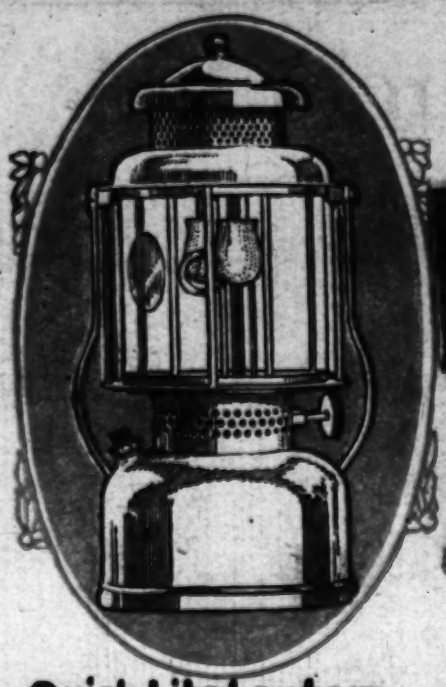


Los Angeles Times

Annual Midwinter Number

Part I — January 1st 1924. — Price 15 cents



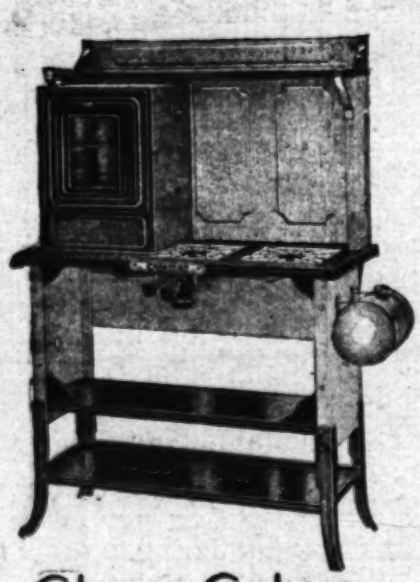
Quick-Lite Lantern

"The Light of a Thousand Uses." Brighter than 20 old-style oil lanterns. Makes its own gas from motor gasoline. Has mica globe — storm-proof, wind-proof, rain-proof. Can't spill fuel if tipped over. Built of steel and brass—will last for years. Economical — more than 40 hours' steady brilliance per gallon of fuel.

Cook and Light the Coleman Way

~Enjoy City Conveniences~Anywhere, Anytime

Everywhere throughout the country—on ranches, in city homes, camps, mountain cabins and on auto trails—Coleman Cooking and Lighting equipment is giving full satisfaction to millions of users. If you are not already enjoying the many conveniences that Coleman Stoves, Lamps and Lanterns afford, have your dealer demonstrate how these better products save you time, money and work.



Coleman Cookers

Coleman Cookers will boil a kettle of water in 4 minutes. The heat of the clear, blue flame is intense. Light with common matches. Has perfect flame regulation. As easy to operate as a gas range. Make and burn own gas from common motor gasoline. The ideal cook stove for family use.

The Coleman Camp Stove —Here is a new and better stove for auto tourists, campers, hunters and for your summer cottage or mountain cabin. It's all complete—no extras to buy—and it's the only camp stove with all these important features: Quick-Hot-Blast Generator, Built-in Pump and Funnel, Swinging Fuel Tank, Built-in Oven, Warming Cabinet and Wind-Baffle. Cooks real food and plenty of it—quick! Full cooking heat in less than 2 minutes. Has all the conveniences of a kitchen. It bakes, boils, toasts, fries, broils, roasts—cooks anything you want in tasty fashion—and with speed! No hunting around for wood when you have a Coleman Camp Stove—no delay in getting good eats quick, anywhere, any time! Fuel is common motor gasoline. Price only $13.50 complete.

The Quick-Lite Lantern is the best and handiest light of its kind for all general use. Its ever steady brilliance turns night into day. Makes it easy for you to do better night work quicker. Just the light for night chores about the ranch—for night plowing, building, ditching, fruit packing, sorting and loading. A favorite with hunters, auto tourists, fishermen. Economical, dependable—always ready for any night job, anywhere—in any weather. Price $8.00.

Coleman Cookers —These wonderful stoves supply all the conveniences of city gas—quick, clean heat without fuss or muss. An intensely hot blue flame at the turn of a valve! Cook an average meal on about two cents' worth of fuel. No wicks to burn out; no smoke, no ashes, no pipes. Save housewives' time, work and money. Built in many pleasing styles and sizes to suit every need.

The Quick-Lite Lamp —"The Sunshine of the Night." More than a million homes have been made modern by Coleman Quick-Lite Lamps. The soft, pure-white brilliance of this wonderful lamp brings new happiness and every-night contentment to any home. The day you get your Quick-Lite will end all the drudgery and trouble of trimming greasy wicks, cleaning smoky chimneys and daily fillings.

30,000 Dealers —Hardware, Sporting goods and General Stores sell Coleman Camp Stoves, Cookers and Quick-Lite Lamps and Lanterns. Go to one near you for a demonstration! See what really wonderful products these are! If your dealer is not supplied, write us, mentioning Ad No. 124.

Quick-Lite Lamp

Brighter than 20 old-style oil lamps.

Make and burn own gas from common motor gasoline. Cost less than 3c a night to use.

Handsomely designed. Built of brass; various finishes. An ornament in any home.

The Coleman Lamp Company

120 South Los Angeles Street, Los Angeles, Cal.

General Offices and Factory: Wichita, Kan.

Philadelphia—Chicago—Canadian Factory, Toronto

Coleman

Camp Stoves Cookers Quick Lite Lamps and Lanterns

Annual Midwinter Number

Los Angeles Times

JANUARY 1, 1924

ISSUED BY

THE TIMES-MIRROR COMPANY

PART I.—Life in the Southland.
PART II.—Building, Oil, Finance.
PART III.—Recreation.
PART IV.—The Great Southwest.
PART V.—Economic Survey.
PART VI.—Industry, Commerce.
PART VII.—Agriculture.

POPULATION	
Los Angeles City	900,000
Los Angeles County	1,400,000
AREA	
Los Angeles City	375 sq. miles
Los Angeles County	4067 sq. miles

Los Angeles county leads the counties of America in value of soil products and value of farms.

Los Angeles county property valuation is almost $2,000,000,000.

Los Angeles county produces more than one-half of the State's oil output. California produces about one-third of the nation's output.

Los Angeles county has 441 miles of paved highways outside of corporate limits, in addition to 3600 miles of roads otherwise improved.

Los Angeles county has 420,000 acres of improved farm lands.

Los Angeles county has $10,000,000 invested in county buildings.

Greetings from Southern California

IN THE YEAR 1923 Southern California achieved its most substantial development, as well as its most rapid growth. With the tremendous increase in population and the continued influx of settlers from other States and other countries, has come the great task of building and developing for the needs of a community of several million inhabitants. Southern California must build for the future, as well as for the present, to a greater degree than any other community in the world.

In the extension of its foreign trade, in providing facilities for its fast-growing harbor business, in erecting buildings of all kinds, in utilizing its industrial resources and in meeting the many problems attendant upon such rapid growth, Southern California has accomplished much in 1923 and is planning its activities upon a scale commensurate with the needs of a community of great size and scope.

The wealth of Southern California has doubled in the past five years. Los Angeles city is nearing the 1,000,000 mark in population. The present population is estimated at 900,000 or more. Other Southern California cities have grown in almost the same proportion. It is difficult to realize that so great a change has taken place in a generation.

As this Midwinter Number is issued, the Los Angeles Times is in its forty-third year. Forty-two years ago The Times was a small quarto sheet and the city of Los Angeles was a sleepy, little town of 11,000 to 12,000 inhabitants. Now The Times is the largest newspaper in the world and Los Angeles is the metropolis of the West and the fastest-growing large city in the world.

The Times and the city have grown up together. Their fortunes and their growth have been so closely interwoven as to be practically identical. For nearly thirty years The Times has published a Midwinter Number. It has been the annual message of the people of the Southwest to the people of other States and other countries. The Midwinter Number is a Los Angeles institution and recognized as such. It is the voice of the Southland that is heard around the world, and it has been and is the earnest endeavor of the publishers of The Times to convey in the Midwinter Number an accurate and comprehensive picture of Southern California, its people, its activities and its ideals.

This year's Midwinter Number tells of the year of greatest progress here. More than $250,000,000 has been spent in erecting new buildings, yet the demand continues and it is apparent that the building program must be continued on a large scale.

In spite of extraordinary efforts to provide additional facilities, Los Angeles Harbor is overwhelmed by the volume of its business. New factories have been built and others enlarged. Los Angeles, in the past year, has accomplished much in taking advantage of its industrial resources and is building substantially along all industrial lines.

More highways have been built. Los Angeles county is erecting new buildings and the city of Los Angeles is preparing to erect a new City Hall. One of the matters most seriously under consideration is the traffic problem, which has become acute in Los Angeles and many other Southern California cities. Additional downtown streets, tunnels and a subway are planned to meet the condition.

Agricultural and horticultural progress has kept pace with the industrial gains of the cities. Soil production and urban activities go hand in hand, and the diversity of production is such that the Southwest is better fortified against any tendency toward depression. It is this diversity that has kept Los Angeles a white spot on the industrial map during periods when almost every other portion of the country was depressed.

The city's most notable advancement in the past year or two is in its industries. This issue of the Midwinter Number tells how the city has taken advantage of its many natural resources and advantages and has built up and extended its factories until the annual output is $1,250,000,000. This development was forecast many years ago by The Times.

Southern California has become a gigantic workshop, as well as the world's most fascinating playground. Working hours are fruitful and recreation time finds a wealth of opportunity to suit every taste. The scope of activity has extended. Southern California trade relations embrace almost the entire civilized world. Ships leave the port of Los Angeles to ply the seven seas and they bear the products of large and constantly growing factory districts. The very conditions that attract people here as a pleasant and comfortable place to live make for superior industrial conditions. For more than a quarter of a century The Times has predicted that Southern California would be even greater as a producing workshop than it has been as a fascinating and healthful place to reside. Extensive utilization of the industrial advantages has made this oft-repeated prediction a reality.

In art, literature and music, the Southland has made notable strides and the general attitude of the community is such as to encourage high ideals. In the past year or two, many writers, musicians and painters have come to Southern California to reside because of the opportunity for expression found here.

With this Midwinter Number of The Times (the largest in number of copies ever issued) go the greetings and good wishes of the people of the Southwest and The Times wishes for all a happy and prosperous New Year.

The King's Highway
(El Camino Real)

"El Camino Real," the King's Highway, was the name given to the high road which connected the old Franciscan Missions of California between Sonoma in the north and San Diego in the south. The great modern concrete boulevard that now stretches between the same two points takes practically the same route of the old Mission Highway.

All in the golden weather, forth let us ride today,
You and I together on the King's Highway,
The blue skies above us, and below the shining sea;
There's many a road to travel, but it's this road for me.

It's a long road and sunny, and the fairest in the world—
There are peaks that rise above it in their snowy mantles curled,
And it leads from the mountains through a hedge of chaparral,
Down to the waters where the sea gulls call.

It's a long road and sunny, it's a long road and old,
And the brown padres made it for the flocks of the fold;
They made it for the sandals of the sinner-folk that trod
From the fields in the open to the shelter-house of God.

They made it for the sandals of the sinner-folk of old;
Now the flocks they are scattered and Death keeps the fold;
But you and I together we will take the road today,
With the breath in our nostrils, on the King's Highway.

We will take the road together through the morning's golden glow,
And we'll dream of those who trod it in the mellowed long ago;
We will stop at the Missions where the sleeping padres lay,
And we'll bend a knee above them for their souls' sake to pray.

We'll ride through the valleys where the blossom's on the tree,
Through the orchards and the meadows with the bird and the bee,
And we'll take the rising hills where the manzanitas grow,
Past the gray tails of waterfalls where blue violets blow.

Old Conquistadores, O brown priests, and all,
Give us your ghosts for company when night begins to fall;
There's many a road to travel, but it's this road today,
With the breath of God about us on the King's Highway.

JOHN STEVEN McGROARTY.

The Pacific Clay Products, Inc.

Plant No 6, Los Nietos, California

Grinding Clay

"The Sign of Service"

1888 PACIFIC CLAY PRODUCTS, INC. LOS ANGELES 1924

THE PACIFIC CLAY PRODUCTS, INC., is one of the important industrial institutions of Southern California. Its products include vitrified clay sewer pipe, fire brick, face brick, fire clay flue lining, electric conduit, and a great variety of stoneware, including jugs, jars and bowls. Everything manufactured by The Pacific Clay Products, Inc., is distinctive and is so conceded by the trade.

One of the important activities of the institution is the manufacture of vitrified clay sewer pipe. Still another department which has operated constantly at full capacity is one for the making of face brick, fire brick, fire clay flue linings and a variety of other clay products.

The Pacific Clay Products, Inc., owns clay beds comprising 480 acres in Riverside county. Its plants in Los Angeles cover twenty-eight acres and in Los Nietos forty-two acres. In the institution's three main plants there are fifty-six kilns, providing a burning area of 25,000 square feet.

Products of The Pacific Clay Products, Inc., enter competition with clay products manufactured anywhere in the United States.

Directors of The Pacific Clay Products, Inc., include William Lacy, N. W. Stowell, W. G. Brady, W. R. Fawcett, J. D. Fredericks, W. T. Bishop and Paul G. Hoffman

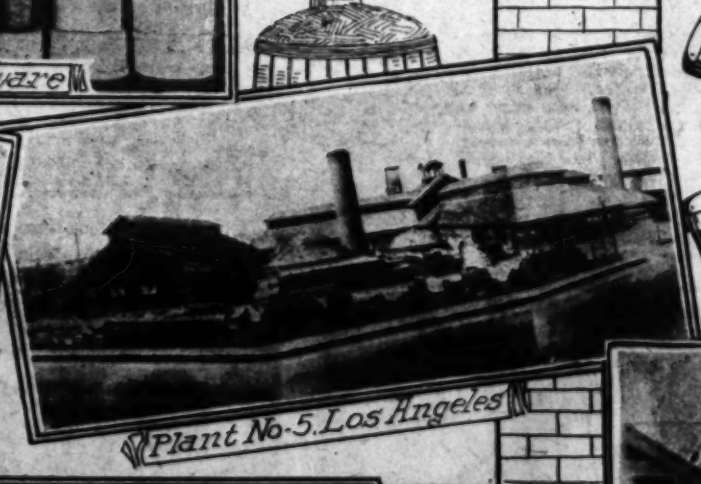
Pressing Flue Lining

Battery of kilns

Shipping Refractories

Stoneware

Plant No. 4, Los Angeles

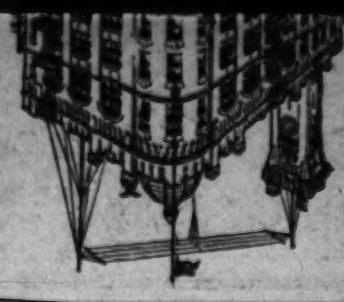


Plant No. 5, Los Angeles

Fire Clay Chimney

Field of Sewer Pipe

Terra Cotta Chimney



Greetings from Southern California

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Why Los Angeles is Fastest Growing Metropolis

Striking Analysis and Contrast Made by Old-Time Resident Who Went to New York and Returns as Newcomer

BY HARRY CARR

WHEN you have seen a city grow from 25,000 to more than 1,000,000, you stop trying to account for it. You merely marvel at the ways of Providence and do your humble best to keep track of the new streets down which the Argonauts are pouring in an endless stream.

In the course of a comparatively short life, I have seen the camping-ground to which we used to go as boys, turn itself into a rustic suburb of brave little bungalows for commuters; then into a fashionable residence district; then into a business district where the price of a single forty-foot lot looks like a Liberty Loan issue.

I have seen a dozen booms blow over the place like an epidemic of tempests.

I have seen new people come roaring into Los Angeles like an avalanche; seen the stampede die down to a steady influx of settlers; then blaze out again into another rush. It goes without saying that each recurring stampede of people has grown larger and larger and more appalling.

The first time I saw Los Angeles was in the autumn of 1887. Desiring to burst in upon the town with proper eclat, we went to the best hotel. It was the St. Elmo, which is now a 15-cent lodging-house in the center of the Mexican quarter.

THIRTY-SIX YEARS AGO

I REMEMBER just how the city looked when we sallied forth the next day to look it over.

The County Courthouse was a ramshackle old building on Spring street. Where the Courthouse now stands, overshadowed by the massive Hall of Records, was an old schoolhouse. At the foot of the Courthouse hill, on the corner of Temple and New High streets, was an old Episcopal Church.

There was also a church at that time at the corner of Second and Broadway.

Broadway was Fort street at that time. A pin-headed City Council, with a complex for trying to imitate New York, had not become one of our afflictions. Fort street was a peaceful and quiet country road, shaded by pepper trees and innocent of paving.

Half-way down the block, between First and Second streets, where The Times book-publishing house now stands, was a very swell livery stable, where the beaus hired sporting rigs in which to go courting.

Opposite where the City Hall now stands on Broadway was a row of fashionable residences set far back from the street with long, deep lawns. In my reasonably short span of years, I have seen those residences changed into boarding-houses; torn down to become the fashionable department-store district; and then I have seen the department stores move away again.

At that time the old Baker Block on Main street, near the Plaza, was the grandest structure in Los Angeles.

DAYS OF EARLY GRANDEUR

IT HAS an air of faded grandeur even now with its regal old stairways and its high-vaulted ceilings. When I saw it first, its tenants were mainly lawyers. The greatest law firms of California were housed therein. I saw those lawyers gradually move away. Then the Baker Block became the first fashionable apartment-house in Los Angeles. It became quite the thing to give up your house and take apartments in this abode of ancient grandeur, conscious that the street below was the fashionable promenade of a yet-earlier day when the Sepulvedas and Lugos and the Picos and the Carrillos used to ride silver-mounted saddles and bet their pesos to see which of their vaqueros could rein back his broncho and make it slide farthest on his haunches along the surface of a greased strip of roadway.

Well, the fashionable younger set became an older set; became grandmothers and grandpas and moved away, and the Baker Block became the Greenwich Village of Los Angeles, the home of impecunious artists and writers who gave studio parties and contested as to which could wear the funniest looking hair and talk the loudest.

And then Time swept them on their way, and the Baker Block became the resort of second-hand clothing dealers.

And all in such a relatively few years.

The growth of Los Angeles and the changes that have been wrought are like these movies wherein you see a business block built from cellar to cupola in a few minutes.

I remember when Los Angeles Harbor, now one of the greatest ports in the world, was excited at the arrival of a single ship; when the one wharf stood empty for days on end.

I remember how, as boys, we used to dip rags in a black pool out toward the Westlake district; how some wise experts came out from Pennsylvania, smelled of this oil and went away again, leaving us crushed with the verdict that there wasn't any oil worth bothering with in California.

I saw funny poking old horse-drawn street cars become cable railways on a certain grand day when we all turned out to watch the first cable car leaving the power-house at the corner of Seventh and Grand avenue, now the heart of the shopping district. And then I saw the cable give way to the electric roads.

THE FIRST ELECTRIC RAILWAY

AND, by the way, I remember that Los Angeles had one of the first electric roads ever built. It used to run down Pico street to Maple avenue—sometimes. I never remember that it ever completed a trip without breaking down en route. It did not have trolley poles as they have now. It had a little engine car, separate from the car that carried the hopeful passengers. This engine car was dragged along by a queer little jigger that ran on ahead astraddle of the trolley wires, something like a mule pulling a canal boat.

I remember that we had two men in Los Angeles reputed to be millionaires. One was John Bradbury, who lived up on Court street in the first fine house built here. The other was T. D. Stimson, who lived out in Figueroa street. When we escorted visitors through the town, we showed them these two houses and we said to them with awe: "He's got $1,000,000." I don't think any of us really believed it. It was too prodigious. But it was part of looking over the town.

Two other high spots of Los Angeles in the eighties were Hancock Banning, who owned the yacht, La Paloma, and Dan McFarland, who owned the even more gorgeous schooner, "Aggie." They were the last word in elegance. Hancock Banning also owned a coach with four wonderful horses and when they jigged by with the elite of the town aboard the coach our awe knew no bounds.

We had athletic heroes, too. John Tufts used to be the unbeatable champion who won the Santa Monica road race every Fourth of July. The tennis tournament at old Santa Monica Casino was the big social event of the year. May Carter, an English girl, and later Marion Jones were the Helen Wills of that day.

I remember the first movies that oozed into town, when Mr. Tally furiously signaled me into his penny arcade on Spring street to look at the new invention.

Well, well, there are so many millionaires in Los Angeles now that even the income tax collector can't remember—or find—half of them. Without doubt, there are more celebrities in Los Angeles now than ever before gathered into any one city since the world began—artists, musicians, authors, great scientists, athletic champions, movie stars, kings of finance, world-famous politicians, war heroes and engineers.

Now why did all this happen?

NEW YORK AND LOS ANGELES CONTRASTED

I THINK I know why, because I am not only an old-timer; I am also a newcomer. I know both sides of the picture.

Three or four years ago, I took a leave of absence from California and lived in New York for two years. I know why I wanted to come back here to live. Why, with the rest, I joined one of the rushes to California.

In the East it impressed me that life was such a struggle—just to live. It cost a fearful lot of money and you got so little for your money.

At the risk of being too personal, I can give first-hand information of the actual experiences—the contrasting experiences of one average family on an average income. I am going to outline just what this income did for us in New York and what it did for us in Los Angeles.

In New York we lived for a time in an apartment on Fifty-seventh street. We had two rooms on the fifth floor, without an elevator. The place was shabbily furnished. It looked like a railroad boarding-house.

Theoretically, there was a kitchen; in reality, it was a clothes closet into which a small gas stove had been injected. We learned later that this stove was against the fire regulations. At intervals the landlord came upstairs at a wild gallop with the information that a fire inspector was coming. Thereupon he would drag out the stove and run for his life with our cooking apparatus under his arm.

As a matter of fact, the place was a horrible fire trap. The landlord was able, in some way, to evade the law, and there was no fire escape. In the event of fire we would have been trapped. While we lived there a fire broke out in a similar apartment across the street and five persons were roasted alive.

For this miserable dump we paid $185 a month. And the living and other expenses were in proportion.

We kept no servant and were not able to maintain an automobile, owing to the excessive cost of the other items of living.

Later we took a house in Westchester county, where we had to commute an hour each way. This was a shabby old house, for which we even had to buy a water heater. We paid $150 a month and had to pay a month's rent ahead of time before we were ready to occupy it. In this country you couldn't rent it for a dog-house.

CALIFORNIA LUXURY

UPON returning to Los Angeles, we found that, with the same expenditure, we were able to maintain two motor cars and a maid.

On the strength of a small initial outlay, we had already been able, some years before, to buy a lot and built a house. Instead of $185 a month rent, we had paid about half of that as installments to a building company, and presently found ourselves owners of a good piece of property without a mortgage.

On the balance of what our New York living expenses had been, we were able to buy a country place near Los Angeles—a small ranch in a little valley, as beautiful as Yosemite—a place sheltered by eighty old oak trees—a place where you can stand at sunset on your own little hill and see the most gorgeous panorama ever painted by the hand of God—where you see the mountains changing from a delicate salmon color to old rose; and then to scarlet—then sink to ashes of roses, and then to violets and blue.

In the winter when we used to fight the furnace in New York, our ranch is flaming with wild flowers and we go to sleep with the odor of orange blossoms mixing into our dreams.

In the summer, the hills are spiked with the beautiful yucca flowers that the Spanish call "God's Candle Sticks" and we breathe the quaint musty smell of the sage and the wild herbs and flowers—herbs from which the Indians who once roamed the place found their food and medicine growing on every slope and every hilltop.

And remember this is bought from the income of an average salary.

This seems to explain why we wanted to come to California with the others.

We had found out that life in the East is just a dreary struggle to live; out here you get something for your money.

Incidentally we found that during the period of our exile—our two-years' sentence—our little real estate holdings, representing all our savings, had just about quadrupled in value.

LAND OF OPPORTUNITIES

THAT is what California happened to mean to one average family. To others it had meant the opening of other opportunities.

To many workmen it has meant a chance to sell their skill and industry under terms and conditions that seemed right and proper to them without the consent and toll-taking of a labor union boss.

To many young architects it meant a chance to throw off the old conventions and traditions under which they were smothering and branch out into new ideas and to create a new architecture in the new land.

To other young professional men it meant opportunities that they would have had to wait for into the outer edge of middle age.

With its prodigal wealth of almost untouched resources, Los Angeles seems to offer a mixture of a commercial El Dorado with the charms of a Riviera thrown in.

No wonder they are coming.

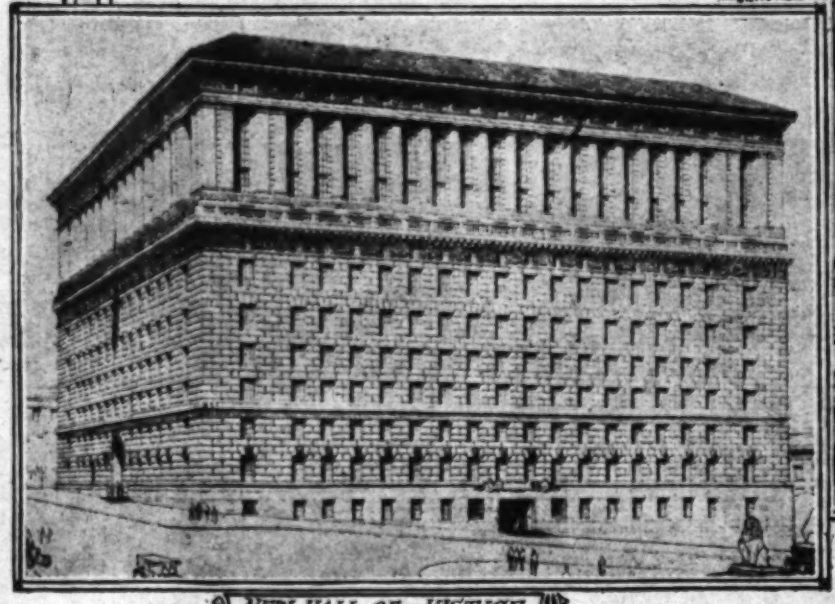
Out here in a new country where everyone has an even chance and a fresh start, the races have found their fullest expression. California is destined to be the real melting pot of the world.

Out of this flux of the best blood of all sections of this country and Europe it is freely predicted that there will be born some great genius who will light the world.

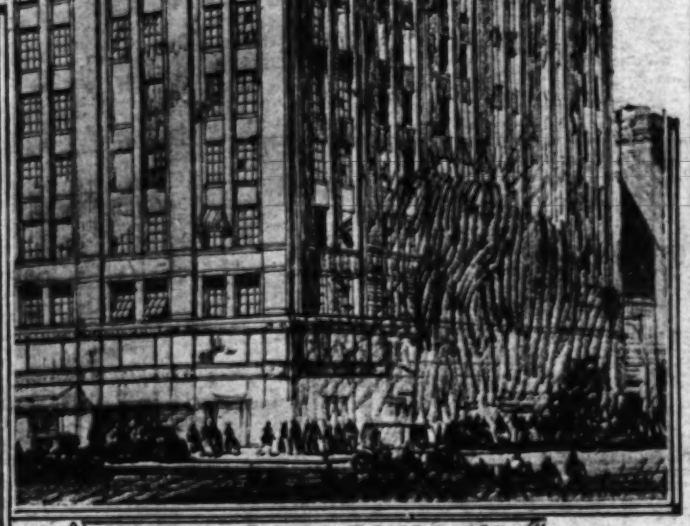
Believers in theosophical doctrines are, in fact, convinced that in Southern California a new race is being born into the world and that this remarkable adventure in immigration is part of the plan of the Lords of Heaven.

However that may be, it is a reasonable certainty that this patch of land lying between Newhall Pass at the head of the San Fernando Valley down to the San Timeteo Pass where the desert begins, will be the most densely populated section on the face of the globe; also the most enlightened.

NEW LOS ANGELES CHAMBER OF COMMERCE BUILDING John C. Austin John Parkinson Associated Architects



NEW HALL OF JUSTICE



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LOS ANGELES - the Esthetic

BY S. FRED HOGUE

LOS ANGELES! Our Lady of the Angeles! Queen of Paradise! Pressure of business or wanderlust may turn our footsteps from you; but our hearts, never. And how the eyes of those of your votaries who watch the sunset in foreign lands turn to you with longing; as the Arab of the desert turns to Mecca!

What is the charm, the magnet that draws us to you as atoms to the sun? There are other places where fortunes are to be made; other places secure from frigid wind and torrid sun; other places where fountains play, flowers bloom and birds sing the twelve months through. Then why is there no other like you?

It is not your material possessions; for wealth can win smiles, but not hearts. It is because you have become for us who dwell within your gates a symbol of beauty and charm; because you represent a community of kindred spirits; because we look upon you with the eyes of a lover, and come to class the great world outside, like the ancient Greeks, as the domain of the barbarians.

Not without reason was Los Angeles the one white spot on the industrial map during the years immediately following the World War. It was because not one of us lost faith.

Your land and buildings, your material wealth, are incorporated under State laws. But, above and beyond this, you incorporate under unwritten laws the purer, nobler things that make one enjoy life more abundantly.

Who dreams of Los Angeles dreams of fair women and sturdy, fearless men. He dreams of those things that bury the sordid in life under a wealth of roses.

We individualize you, endow you with a soul, for that which is soulless has no power to attract souls. Something of the wild, free spirit of the seawashed breezes, and of the radiant beauty of landscape, sea and sky, creeps into us and becomes a part of our subconscious selves.

Man is a creature of his environment—the barbarians admit that because a barbarian first said it. Those who live in a garden become unconscious lovers of the beautiful. They learn to root out the tares from life as a gardener the weeds.

Communities, like generations, are remembered by their cultural development. What is there in Los Angeles, the skeptical may ask, to awaken the artistic, the cultural spirit?

• • •

Environment

I AM writing this in November. Roses are blooming on the vine that clambers past my study window. It is night, almost the witching hour; yet two mocking birds are singing as they sway on a branch of wistaria. They will sing the whole night through.

On the rear of my lot is a garage, and a car that waits until I am moved by the lure of the open road. In thirty minutes it carries me to the beach; where green waves break in white cataracts on yellow sands; where whales spout and dolphins play, and the sea sings to the shore.

In an hour it carries me over paved highways bordered by orange, lemon and olive groves, past the scarred and crumbling walls of the old California missions, so rich in romance and tradition, carries me to mountain glens, to the pungent odor of the pine woods and the fragrant perfume of the chaparral; to canyons that are perpetually covered with floral tapestry.

And I am but one of 750,000. There are as many automobiles in Los Angeles as there are families and gasoline is but 11 cents a gallon.

My home is not an exceptional one. It is but one of 100,000 bungalows within walking distance of the business district. We do not say the heart of the city, in referring to any particular section, for the heart of Los Angeles is wherever one of its residents dwells.

Such an environment cannot but quicken the appreciation of the beautiful, and it is for this that we sigh when we are exiled for a time among the barbarians.

• • •

The Soul Beautiful

THE Greeks symbolized in marble the cultural spirit of Athens and worshiped it as a goddess. To her shrines they brought the fairest flowers, the choicest fruits and the rarest wines. Sometimes they even offered her barbarians as a human sacrifice, but never one of their own. For each citizen was an atom of that finite whole.

She laughed with them in their joys and wept with them in their pain. Call them pagans if you will, but they gave to the world its first ideals of truth and beauty.

And we speak of Los Angeles as the modern Athens, although our style of architecture is not Grecian and we are not a Latin people. It is because the sun of Greece shines also in our southern skies; and it is because we have discovered the soul of Los Angeles and have found it beautiful. She is our Pallas Athene, and we build shrines to her, not the pagan shrines, but institutions of art, science and education—institutions of culture. We understand better than the Athenians without loving less.

Commerce and industry represent brain power plus man power, the strain of muscle and the sweat of the brow. They are the pulsing, driving force of material activity. The world knows the progress we have made in these, and envies us.

But the world is just beginning to learn what Los Angeles culture means. The New Yorker is proud of his native city because it represents numbers, wealth, power. We do not say we are proud of Los Angeles; we say we love it—because it is beautiful, because we find her what our hearts desire.

• • •

Yes, We Have Them

WHERE communities are building, institutions of industry necessarily precede those of culture. It is easy for the barbarians to criticise, to point after a sojourn of a day or a week to things that we lack. But nine times out of ten they are wrong, they imagine something does not exist here because it is not visible to the hasty glance of the tourist.

They fail to distinguish between the outward form and the inner substance. The absence of a shrine does not necessarily mean the absence of a god.

Because we have not a municipal auditorium it does not follow that the municipal spirit is lacking. That we have no municipal conservatory of music is not a sign that Los Angeles is not a center of musical activity.

Because we have no rival of the Louvre, of the National Gallery in London, of the Dresden Gallery and the Petti Palace, it does not follow that we have no art.

Those who live here know that we have what these institutions typify, have them in generous measure. Moreover, we have builded more institutions of education and culture in the last quarter of a century than any other city of similar population in the country—the world.

Our critics should remember that they are calling upon us to do in five years what in other American cities represents the progressive accomplishment of 150 years, and in Europe of ten centuries.

• • •

Achievement

LET ME recount the progress we have made in the last year in securing institutions of education and culture, as an earnest of what other years will bring forth.

During the year the open-air coliseum at Exposition Park was completed, and pageants have been given there that would be impossible on any inclosed stage in America. It seats 80,000.

During the year work was begun on our new Municipal Library. The building and site represent millions. It will be the most spacious and imposing edifice of its kind in the West.

Work was begun on our new City Hall, which will be located in the heart of the new civic center, something which Los Angeles has lacked and striven to secure for a quarter of a century.

During the year the greater part of a bond issue of $14,000,000 was expended in the construction of new public school buildings.

Through the efforts of the Southern California Art Club a fund has been raised for the construction of a place of art, which will be but the first unit of our Chamber of Culture.

The University of Southern California has completed the first group of its new buildings. Others are under way, which, when completed, will represent an expenditure of $10,000,000.

More than $2,000,000 has been expended on religious edifices. During the same period, we found time to build 25,000 new homes.

• • •

Schools, Churches, Culture

PROBABLY nowhere in America is a higher realization of the value of intellectual training, of the worth of cultural advantages. During the year more than 200,000 pupils were enrolled in the public schools, and 25,000 more in our colleges, academies and schools of art, music and dramatic expression.

One person in four in Los Angeles is attending school. What other city, regardless of population, can equal that record?

Three colleges—the University of Southern California, the Southern Branch of the State University, and Occidental—have a combined enrollment of about 15,000.

At the Otis Art Institute, adjoining beautiful Westlake Park, there is an enrollment of about 325 pupils. But for lack of space, the number would be doubled.

Los Angeles is a Christian community, a city of churches. More than 100 spires rise above the evergreen foliage by which they are surrounded, pointing the way to heaven and bearing mute testimony of our faith in a living God.

In the accepted meaning of the term, Los Angeles has no art colony; for our artists are not segregated into a little group apart from the rest of the community. They are honored, respected, revered. Each is made to feel that he or she is one of us. They do not don cap and smock; for, in this city, beautiful art, as in ancient Athens, is a part of our daily life.

We have great painters, sculptors, poets, composers, architects, scientists, romancers, educators—scores of them, with international reputations; and they are the leaders in a cultural development as distinctive as the Italian Renaisgance.

Artists in Los Angeles, even those to wider fame and fortune still unknown, do not work in garrets and live on their wits. Commercial art and art for the screen pay handsomely. We feed our artists, even fatten them. A bay window on an artist is a never-failing sign of prosperity. Hollywood is a Latin Quarter without its squalor and misery, without its midnight carousals, without its vice. We have divested genius of its rags and made it respectable. It is an ennobling process.

Our Bohemia is not a rendezvous for uncontrolled passions, for illicit loves. Its goddesses are Minerva, Diana and Psyche; not Venus.

• • •

Art—and Subjects

ART is truth and purity; and we have demonstrated to the barbarians that a genius can be as pure in his life as in his art.

And what models our painters and sculptors find in this Bohemia of the West! At every movie studio there are scores of girls of ravishing beauty and alluring charm—fit models for a Madonna or a Magdalen—working as extras. A few hours in an artist's studio is to them a welcome diversion, a lark. They are willing models, superior to the best that Paris, Rome and Berlin can offer.

Whether he be a landscapist, sculptor or figure painter, subjects to inspire the artist are never lacking.

We have a wealth of genius, budding full blown and with the petals falling.

Our landscape painters form a school apart. Their canvases have forced by sheer merit their way into the old galleries of Europe. An exhibition of the canvases of the California landscapes will draw crowds to the galleries and art stores of the East.

Southern California has something worth painting. Its deserts, mountains, valleys, sky and sea are bathed in a wealth of sunlight or veiled in a mist of violet and purple shadows unknown to northern climes. All color is light. It comes from the sun, and only the California sun can give the colors that are the charm and the glory of the production of our great landscapists.

But Los Angeles is not a wanton, who bestows her smiles indiscriminately. Her heart is not an artichoke, with a leaf for every lover. She does not reveal her charms to the barbarian, who alights at the station and makes sketches between trains. Artists with international reputations have tried to paint Southern California with a party of Cook's tourists. They have all failed. Not one of their canvases has brought renown either to themselves or their subject.

Only they can paint Southern California who have lived here until they have learned to love it. All inspiration, every great thought, comes from the heart: The master painter puts something of himself in every canvas, and until he has something of Southern California in his heart he cannot find it on his palette.

• • •

First in Literature

LOS ANGELES as a center of literary production now ranks with New York. Boston and Philadelphia represent but a poor third and fourth.

Noted authors from the shores of the seven seas come here to direct the dramatization of their masterpieces for the screen and remain to write.

There are more persons writing—and trying to write—in Los Angeles than in any other American city, due in a large part to the influence of the movies. Los Angeles has come to be known as the home of the short story.

We have set a high standard for education. About 10,000 instructors are employed in our schools and colleges. At the head of these institutions are noted educators, and the test to secure a teacher's certificate is a rigid one. Manual and mental training go hand in hand, for in Los Angeles idleness is a disgrace, the unpardonable sin is incompetence.

Our cultural development is along practical lines as our standard is service. We demand of each citizen that he or she shall contribute something to the community welfare. Los Angeles is not a showplace, it is a factory. We resent it when even our oculists make spectacles of themselves. One is not rated by what he has but by what he does.

• • •

Development

CULTURE is not a pose, it is intellectual development. And our cultural aspirations are not limited to the arts. We recognize that scientific development is essential to progress. Men who have acquired a competence here have given us an inspiring example by placing a portion of their incomes and their accumulated wealth at the disposition of great scientists, making possible scientific investigations and discoveries that give a new incentive to progress.

The California Institute of Technology at Pasadena, under the direction of Dr. Robert A. Milliken, the peer of any living scientist, is the ranking institution of its kind in the United States. It now has an enrollment of nearly 1000 students. Hundreds are turned away for lack of buildings and equipment, a condition that will remedy itself.

In nearly all our institutions for higher education, hundreds of students are turned away for lack of facilities. That exemplifies the spirit of the rising generation. They appreciate the value of cultural development. They are determined to equip themselves for the battle with life before they begin fighting. They understand the meaning of preparedness.

Decadent barbarians who despair of the future might lose some of their pessimism and gain a new inspiration if they would study the ways of the coming generation in Los Angeles.

The gates of our city are not closed to the barbarians as were those of the cities of ancient Greece. There are no warders, no walls. We do not crucify them on the altars of our goddess, although some of them who smuggle in the apple of discord deserve it. At times they irritate us, for ignorance is apt to be irritating, but more often they amuse us. We pity them, and, if they spend as much as two winters with us, we convert them.

Great Park System

With the largest park acreage of any city in the world, Los Angeles offers playground and picnic places for its multitude of children, under the expert supervision of play instructors. Since the weather permits being outdoors, practically every day the children learn to swim in the park pools and become proficient in games requiring muscular activity.

Toys for Outdoors

More outdoor toys and vehicles are sold in Southern California than in any other place in the world. Autos, scooters, wagons, bicycles and the rest of the wheeled toys are owned by the hundreds of thousands. The husky youngsters get exercise and enjoyment simultaneously in this perpetual outdoor climate.

Care for Sick Children

Baby clinics and school-clinic centers of Los Angeles care for the physical welfare of thousands of children yearly, noted physicians and specialists giving their time to diagnosis and treatment, so that those unable to pay heavy charges may have the same advantages for their children as their wealthy neighbors.

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New Years'
Spring
or
Summertime--

Anytime and
Anywhere is

Family Brick
ice creamtime

in Southern
California

----ice cream is a food

LOS ANGELES - the Esthetic

BY S. FRED HOGUE

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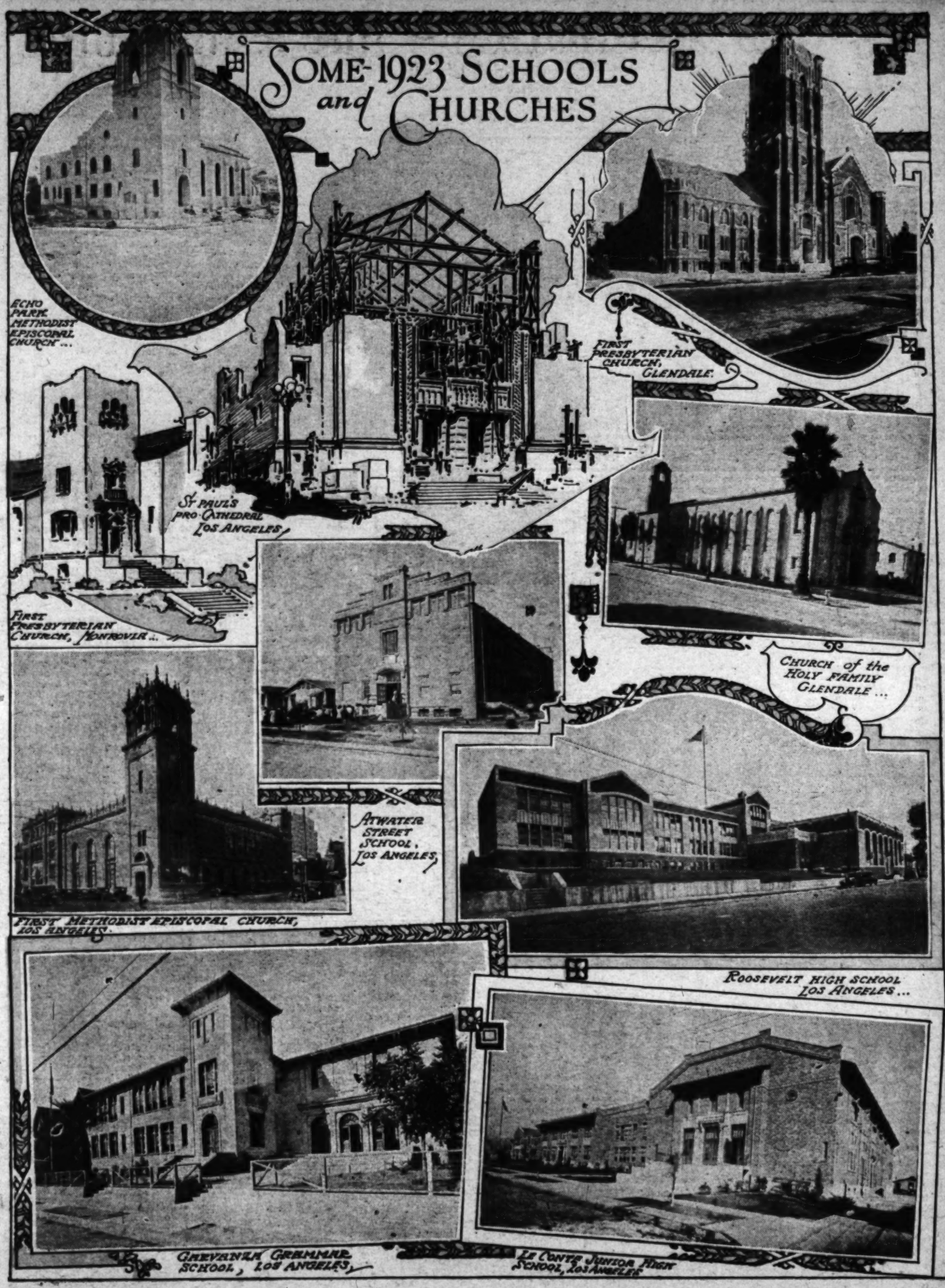
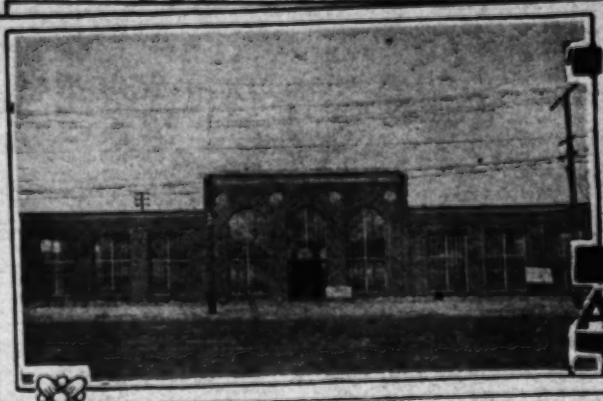
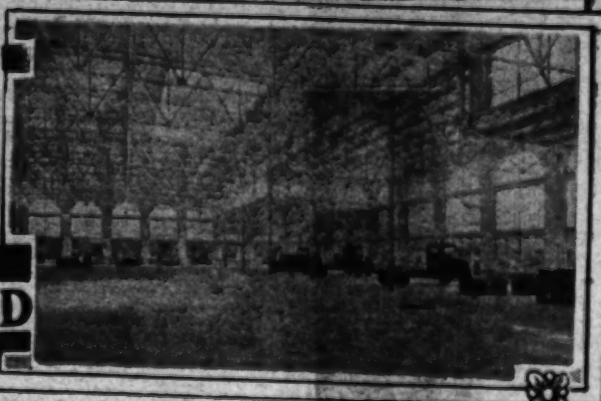




THE AUSTIN METHOD



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Corona	Los Angeles	Oxnard	San Pedro	Ventura
Culver City	Long Beach	Orange	San Fernando	Venice
Colton	Lankershim	Pasadena	Santa Fe Springs	Wilmington
	La Jolla	Pomona	Santa Ana	

SHELL COMPANY OF CALIFORNIA

The Desert that Was---Now Conquered by Man

Rim of Desolation Contracts Before Aggressions of Civilization; Desert Travel as it Now Is

BY DENTON CROW

TIME was when pioneers set their faces to the west, from the eastern edge of the "Great American Desert" and toiled for weeks over dangerous mountain trails, or the sun-baked passes of the thirsty desert. When they had reached the Colorado River, they faced another month of hardship, danger and deprivation before they could rejoice in the cool breezes of the nearing Pacific.

Now the tourist speeds from Needles in a few hours if he comes by train, and he can do it in a single drive if he comes by automobile. Many do, but others who take life more leisurely devote two days to the trip that once took months.

When the pioneers came hence from the East, they toiled through desert or over dangerous mountain passes, no matter how they came. Now if they approach California by a southern route they see where once the Imperial Desert spread its desolate acres, one of the most fertile, well settled, and prosperous lands in the west; if they come over the trail midway between the border and the Southland they pass from the cultivated lands around Yuma almost at once into the reclaimed Palo Verde Valley, where cotton, fruit, and other products line the roadsides, and where the murmur of water in the irrigation ditches, and the whispering of the leaves shading the roadway, have long since replaced the call of the desert owl and the creak of the cactus in the hot winds.

Of all the trails into California from the East, there is only one now that bears any semblance to those of even a few years ago; that one is the National Old Trails Highway, westward from Arizona points, through Needles into California, thence westward through the sandy stretches of Eastern San Bernardino county and to the summit of the Cajon Pass. A recent trip over that road proved to the observers that even here the desert is contracting in area, as men encroach upon it from every side, and that it is losing what small terrors it has recently possessed because of these aggressions. Not alone is the rim of the wild places constantly contracting under the pressure of civilization, but within the remaining circle there have sprung up so many oases and there have been placed so many works of man, that all danger from traversing these stretches has long since passed.

• • •

To Kingman and Return

SO THAT readers of the Midwinter Times might have fresh first-hand information on present conditions over this last remaining "desert trail," I have recently driven by automobile to Kingman and return, through Needles, Goffs and Barstow, just before this section went to press. I drove the 300 miles from Los Angeles to Needles, including 200 miles of unpaved road, in one day of about eleven hours' actual driving time; and returning more leisurely I drove to Barstow from Needles in one short day, and from Barstow to Los Angeles in a half day.

What has robbed the desert of its terrors? A number of things: Better roads, frequent water wells, many little towns or rest stations, the constant passing of trains on the tracks of the Santa Fe, usually within a mile or so of the highway the whole distance across; telegraph communication from points along the line; telephone lines from most of the larger places en route; the placing of numerous and plainly understandable road signs by the Automobile Club of Southern California, which signs have made the desert "fool proof"; and the fact that during good weather there is never a time when other automobiles are not in sight. Driving from Victorville to Needles, a distance of 200 miles, I passed 385 automobiles; that was nearly two automobiles to the mile, and that took no count of the machines traveling eastward, as I was; there were perhaps half as many going with me; so that in the 200 miles of road there were about 600 machines, or an average of three to the mile.

• • •

Needles to Barstow

ANALYZING the present-day situation, the real California desert, if it may now be called a desert at all, extends from Needles to Barstow, just 160½ miles by the road. In that 160 miles there are fifteen places where water, oil and gasoline may be procured at moderate prices; and there are at least ten places where tires and ordinary accessories and equipment can be had; while at perhaps five of these fifteen places there are well-equipped garages, where replacement parts for all standard machines are carried in stock, and where skilled mechanics are to be found.

Then besides these fifteen regular stopping places, there are section houses of the Santa Fe Railroad scattered at intervals, and at several of them there are wells and pumping stations for the railroad. While tourists are not desired at these places, there is no record that anyone needing water or other vital assistance has ever been turned away.

Check was kept on the distance between points where assistance might have been secured in case of need; the greatest distance between regular stations was from Amboy to Ludlow, twenty-eight miles, and there are two pumping stations of the railroad within sight of the highway between these points.

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Climatic Conditions

THE heat of the desert is also feared by those who haven't experienced it. When this particular trip was made, the writer and his wife were subjected to the terrible test of standing a temperature of 88 in midafternoon, near Goffs, about thirty miles west of Needles. In the evening they had to add a sweater and a heavy coat, respectively, to their clothing; and they drove some distance at night just to show that night travel on the desert is practicable. In fact, on one preceding occasion, the writer drove clear through from Los Angeles to Needles during the night, and then turned around and drove back the next night, thereby avoiding the warmth of mid-day; that trip was in August, and at that time the heat is a drawback; romancers tell you it gets up to 135; the thermometer talks about 105 to 110; and wise men drive during the dusky hours to avoid needless discomfort.

"Oh," the timid ones say, "suppose you break down out there! Isn't it dangerous, and terrible?"

No, it isn't. A broken front spring was the sole tribulation of that last round trip. A jack was placed between the axle and the frame, a slow run made to the next town, some twelve miles along; a new spring was fitted out of the stock on hand, placed on the car in a half hour, and the trip resumed. That was about as bad a breakdown as any careful motorist is apt to have.

• • •

Hardship or Foolishness?

ONCE, a year or so ago, the writer saw two young fellows trying to change a tire out in the hills near Amboy, in midafternoon, in a temperature of perhaps 110 degrees. He stopped and remonstrated; they persisted, so he sat and watched them; pretty soon one fainted, and of course they had no water; so he poured some from his waterbag over the one who was temporarily out, gave each of them a good-sized drink (of water,) left a supply with them to last until sundown, and urged them to crawl under the car and wait for the cool hours before finishing the job; they did, and he saw them a day later in Los Angeles, telling friends in a garage about the hardships of the desert. Now, those weren't hardships; they were just the fruits of foolishness.

Of course, people can make a hard trip out of it if they try to, but they can also make an easy one. A few simple precautions, that any experienced driver would take almost automatically, are all that are necessary. One should carry a full supply of oil, gasoline and water, in the tanks and places provided for them in the mechanism itself; then it is well to carry a set of running board canteens, all full; and a desert water bag is excellent protection against discomfort, because if one has to change a tire or make some minor repair en route, the exertion usually brings thirst; good tires are necessary; in desert driving one must follow the ruts in the road; and sidewalls suffer and sometimes blow through. However, the desert is not as hard on tires as many drivers believe, because if the sidewalls stand the trip, the tires will thereafter often give good mileage on paved roads, even though the rubber on the sidewalls is badly worn.

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Points to Remember

THAT'S all there is to it, except the exercise of a little care in driving over some of the rougher parts of the road, and remembering to replenish oil, water and gasoline with reasonable frequency.

And, by the way, desert hardships do not now include the rude accommodations that once confronted the traveler. You can readily drive from Needles to Barstow, or the reverse, in a day; there is a Harvey House at each place; midway between at Ludlow there are excellent accommodations, and at Newberry's, and other points, there are good meals and comfortable sleeping quarters; so it isn't necessary to burden oneself with food and camping equipment unless that mode of living is preferred.

Those who do prefer camping, however, will do well to break the desert trip by spending at least one night near one of the water holes along the road. The quiet serenity of the starlight night brings a peace of soul and a relaxation of body not to be found elsewhere in all outdoors.

What is causing the shrinkage of the desert? Just the same factors that have swept it away entirely in the Imperial and Palo Verde valleys. Men are finding water near its boundaries, and gradually reclaiming it and making it productive; men are finding water within its area, and gradually extending the oases that the water makes possible. A few years ago, the whole stretch from the Colorado to Cajon was dry and desolate; now almost every turn of the road brings into view a patch of green, or the waving branches of gallant trees, aided by the precious moisture to make advance for mankind and his comfort against the reluctant retreat of the desert.

• • •

Large Tracts Reclaimed

DRY farming is reclaiming large tracts near Victorville and Barstow; irrigation projects on ambitious lines promise to reclaim much more; the cement industry brings men to the edges of the desert and where men are water must flow, and growth of trees and crops is almost sure to follow; hardy souls, set on adventure even if they must surround it with monotony, venture forth into the desert itself and take up homesteads; they hunt for water; some of them find it, and their little homes grow and flourish, and their crops stand out green against the desert dust; others fail to find the needed water, and their abandoned shacks stand as mute monuments to the death of ambition.

It is but ten years since the writer first crossed the California desert. That brief span has seen every danger, every hardship, and many discomforts, removed from the passage. Those who set their faces to the west need no longer fear the stretches of the wastes, because of the march of mankind in his ceaseless quest for land and profit and adventure; and if they wish to see even the traces of the desert that once was, they had best be about it, because when another decade has measured its span, there will be nothing left of the desert waste but the tales of tribulation told by those who first undertook its conquest.

Practical School Gardening

School gardens, from which vegetables and plants are marketed and the proceeds turned into the fund for more gardening supplies, are the practical way in which school children of Los Angeles are taught beginner's agriculture.

ROMANCE OF THE QUEEN OF CALIFORNIA

Odd Little Story of History Disclosing Fanciful Origin of Golden State's Euphonious Name

EXACTLY 400 years ago California entered romantically upon the stage of history. The first scene was composed in fanciful terms of Oriental luxuriance, over which presided a mysterious dark-eyed queen. No other land in the world had so romantic a beginning; and while the centuries have cleared away the mystery, the veils have never been wholly lifted. It happened in this way:

After the conquest of Mexico Don Hernan Cortes began to look about for more kingdoms to cast at the feet of Dona Isabel, the serene ruler of the Spanish Empire. Many were the rumors of civilized nations far more wealthy and magnificent than any so far discovered. Among these was one of peculiar insistence and seductiveness. From the limbo of the unchartered South Sea (as the Pacific was then called) floated a siren call irresistibly luring to the dauntless Conquistador and his adventure-loving followers.

Out yonder, so one of his captains informed him, lay an island paradise, where nature attained the acme of her design in charm of climate, beauty of flowers and bounty of fruits. Moreover gold was there in such plenty that the people fashioned their weapons of it. Precious stones glittered in the rocks, and the pearl fisheries were the finest in all the world. But the island was exceedingly difficult of approach owing to high cliffs and rocky crags everywhere fronting upon the sea.

Rumor made its most curious and alluring advance as to the nature and aspect of the inhabitants. There were exclusively women. The island was possessed and ruled by a nation of Amazons. To a dusky type of feminine beauty was added manlike prowess and a warlike disposition. As to the maintenance of the population, one rumor held that the Amazons kept up their numbers by means of forays upon foreign lands. According to another, men were admitted from the mainland at a given time each year; and the male children, as soon as weaned, were given into the care of their fathers.

All this and much more the captain professed to have learned from chieftains of the province of Ceguatan who had gone thither and seen the wonderland.

But there was another source of information from which, wittingly or unwittingly, the captain may have drawn much of his story. In a Spanish romance entitled "Las Sergas de Esplandian," published in 1510, it is related how Calafia, Queen of the island of California, assisted the Turks in an assult upon Constantinople. The island is located vaguely "to the right of the Indies," and beautiful Queen Calafia was in total ignorance of the Christian doctrine. Hence her mesalliance with the Mohammedans, from which she graciously redeemed herself as soon as she became enlightened.

The story runs that Queen Calafia and her Amazons had in their fleet several cage ships containing great numbers of trained griffins. These savage birds, accustomed to feeding upon men, were set upon the attacking army of Christians. They destroyed many, either by eating the soldiers alive or carrying them to a height and dropping them. Meanwhile the Sultan's army, at the request of the Queen, remained under cover.

But the Turks became so crazed with delight at the spectacular slaughter of their enemies that they could restrain themselves no longer and swarmed forth to complete the destruction. The griffins, trained to see all men as their prey, swooped down upon the Turks and treated them exactly as they had the Christians. The advantage of the battle was thus lost and the outcome declared a tie.

The mortified Queen then persuaded the Sultan to join her in challenging the Christian commander and his son to hand-to-hand combat. Their challenge was accepted; but the Queen and the Sultan were vanquished and made prisoners. Queen Calafia fell in love with her vanquisher, the Prince Esplandian. Unable to win his affection away from his betrothed, the fair Leonorina, Calafia later found an acceptable husband in the person of his gallant cousin.

Following the queen's example the Amazons took Christian husbands and settled in Europe. The possession of their island, with all its gold and pearls, was transferred to their new allies. Being so distant, it was never visited, and in time forgotten.

Thus history failed to make mention of California until Cortes rediscovered it off the west coast of the New World. His expedition met a disastrous end in the gulf of Lower California. The name came to be applied to the barren peninsula—supposed at that time to be an island—derisively as a synonym of desolation. In 1541 it first found its place upon a map, that of Castillo.

Various derivations of the name have been suggested, but none quite so plausible as that in the Spanish romance. When we consider the circumstance of a medieval romancer pressed for new incidents to increase the sale of his books, we can readily understand his exploitation of the old popular idea of Amazons, and his locating them in the unexplored regions of that New World, which was the most sensational focus of interest. We can congratulate ourselves upon his taste and skill in manufacturing names—that he selected Calafia for his Amazonian queen and not Ftatateeta, and called her realm after her, most melodiously—California.

Christmas Trees Outdoors

Christmas trees in yards or on porches are a common sight in Southern California during the holidays; more and more are the youthful citizens coming to a realization that the tree should be an all-the-year joy, not a sacrifice to one evening. Sturdy firs and pines of various kinds are garlanded and decorated in back yards, front lawns or in picturesque gardens, and under the star-sprinkled sky the youngsters gather for carols and jingles.

Emsco Steel Products Co.

OIL WELL SPECIALTIES

The Machine Shop

E.M.Smith, President.

The Heat Treating Department

THE ninth large industrial institution headed by Mr. E. M. Smith is the Emsco Steel Products Company, exclusive manufacturers of oil well specialties. The company is a branch of the well-known E. M. Smith Company, manufacturing asbestos brake lining and rubber belting, founded by Mr. Smith in 1911. The Emsco Steel Products Company is interested in the development of high class oil well specialties, such as steel derricks, steel bull wheels, steel band wheels, steel calf wheels, steel tug rims, sand reels, tool joints, drill collars, well pulling hoists and miscellaneous other specialties used in the oil industry. The company is composed of Los Angeles business men interested in the development of high-class oil well specialties.

This Emsco corporation has for its vice-president and general manager Mr. Arthur Trout, for fifteen years master mechanic for the Shell Oil Company, of California. The secretary and treasurer of the corporation is Mr. J. S. Smith, brother of Mr. E. M. Smith. The latter recently came to the Pacific Coast from the steel mills district of Pittsburg.

The Emsco Steel Products Company is located at 7001 to 7111 South Alameda street, just west of Huntington Park, and its buildings cover twenty acres of ground space. Built in units the plant represents an outlay to construct of $1,000,000 and its buildings consist of machine shop, structural shop, forge shop of the latest model, plate shop and heat treating shop. Every latest machinery device such as overhead traveling cranes and individual crane service to each machine has been installed. All buildings are provided with abundance of daylight, roof construction being of the saw tooth type. The working conditions are ideal for the accurate work the corporation is prosecuting.

All shops are electrically operated, the usage being 440 volt current with individual motor drive with small group drive to the various machines. Some conception may be had when it is stated that work on the present plant buildings was started March 1st last, and by May 1 machines in several units were turning out products of the company.

One of the principal products of the corporation is steel derricks. It is the belief of most oil field executives that one of the greatest improvements in oil field equipment will be the elimination of the wooden derrick complications. Emsco shops have therefore been designed for the complete manufacture of the Emsco All Steel Derrick and this product—an all steel rig—is being manufactured now entirely in Southern California.

When oil began shooting through the Southern California soil, Mr. E. M. Smith saw the usage to which steel products could be put to in catering to the oil industry. The Los Angeles business men interested in the present company visualized the safer and saner possibilities in every oil field if steel instead of wooden rigs were used. Mr. Smith thought of forest fires and when he computed that loss as against loss if a fire swept any Southern California oil field he knew the former loss would pale into insignificance. Thus was visualized the Emsco All Steel Derrick.

Practically everything used in the Emsco Steel Products Company plant is made at the institution. This is a fixed policy of the officers in connection with the specialties manufactured.

The Emsco buildings covering something like 60,000 square feet under roofage are now running at top capacity.

One of the first products produced was all steel band wheels, consisting of a simplified design having a one-piece steel rim of special section rolled into a true ring in a specially designed forming machine. The rim is riveted and welded to heavy spokes mounted on a rigid cast steel hub, after which it is trued and balanced in a special jig which insures a perfect wheel of the simplest and strongest design.

Other products which are being produced as specialties include steel tug rims, complete and finished for band wheels and bull wheels in all standard sizes; all steel bull wheels of light simple construction, complete with bearings, supports, asbestos lined brake bands, etc.; tool joints and drill collars of a superior quality of alloy steel; calf wheel design is similar to the bull wheel and band wheels, which together with the steel derrick will give an all steel rig in every sense of the word.

It was Mr. E. M. Smith's thought in formulating plans for the Emsco All Steel Derrick that it would be protected against all climatic conditions, having a repeating life with a minimum cost of upkeep. Far-seeing, Mr. Smith fully realized that unfortunately there is no class of machinery in the world that receives the abuse that is received by all oil field equipment. Leading oil field executives agree with Mr. Smith that satisfaction can be secured through the use of steel equipment where friction, wear, short life and unknown service can be entirely eliminated by the use of an all steel rig.

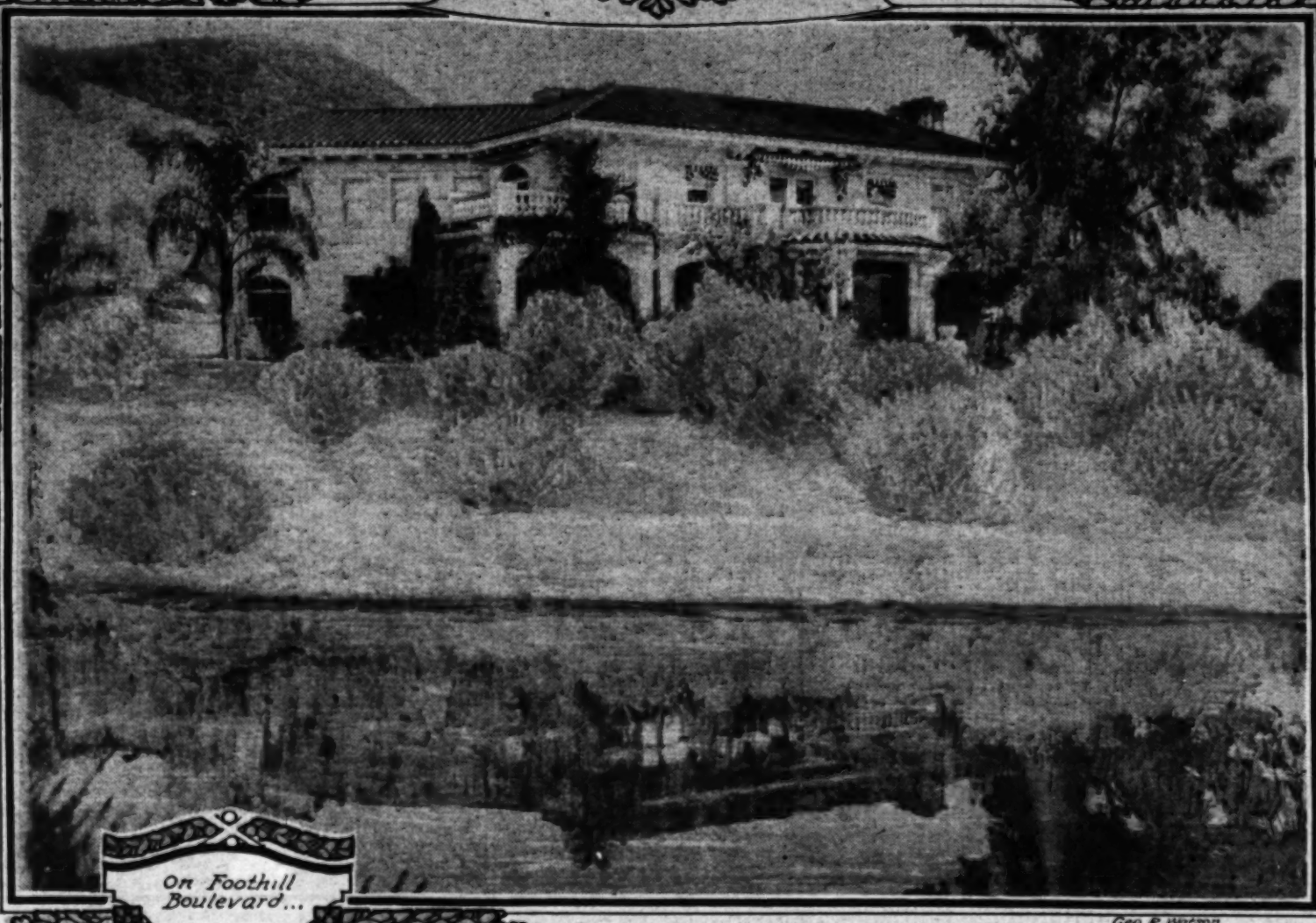
In the Emsco Company making steel as in the other Emsco corporations, Mr. E. M. Smith has injected his strong personality. The task has been a pleasant one and the Emsco Steel Products Company enjoys the distinction already of being one of the foremost institutions of its character on the Pacific Coast. The acreage controlled by the corporation is sufficient to take care of all expansion necessary for the next several years.

Arthur Trout Vice-Pres and Gen Mgr

The Plant, 7001-7111 South Alameda St.

WHERE CALIFORNIANS DWELL

Vistas of Homes and Gardens of the Southland



On Foothill Boulevard...

Geo R Watson Photo

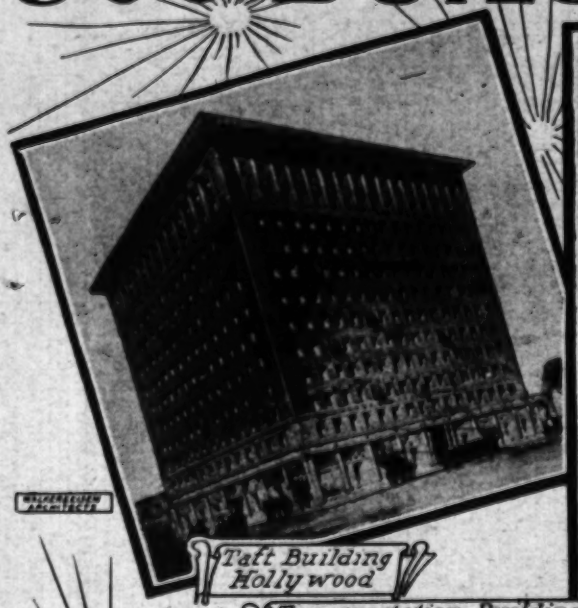
Monrovia Garden Scene

A Glimpse of Montecito...

Emsco Steel Products Co.
OIL WELL SPECIALTIES

DOING OUR BIT

800 BUILDINGS SINCE 1904



Taft Building
Holly wood

Transportation Building
South West Corner Seventh
and Los Angeles Streets

National City Bank
Eighth and Spring Sts.

Los Angeles Coliseum

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Mexico: Field of Opportunity for United States

She Has the Resources, We the Capital, to Develop Them and Build Up Mutual Interests; Conditions There Today

BY TIMOTHY G. TURNER

OSCAR WILDE, in one of his plays, takes a sly slap at the United States by saying that America's youth is her dearest heritage because she has been talking about it for 200 years.

In some such way it may be said that Mexico's natural resources are her dearest heritage because she has been talking about them for 400 years.

But only a blind man would say that Mexico does not offer much opportunity to investors of the United States if only that opportunity is translated properly and at the right time into action. Mexico's treasures were only tapped during the long, peaceful Diaz dictatorship, but the rewards were great, both to the foreign investor and to the native. The exploitation was halted by the series of revolutions, but only halted. The stuff is there and, in spite of hindering legislation, the Mexican, himself, wants it taken out, for it is his chief source of prosperity.

Now the revolutionary campaign pledges have been kept, the method has failed. It is sanity returned, the reaction of a misplaced political idealism. This has happened in other lands. And, as in other countries, some of the reformers were sincere zealots, while others only half believed in their remedies.

The Mexican sees that it is not sufficient for him to boast of his country's natural resources. The permission and the means to develop them must be afforded. Since the vice-regal period, Mexican natural wealth has been exaggerated; yet, despite the exaggeration there is still enough of it to keep American capital and brains and much European capital and brains busy for a century. Exaggeration always causes reactions, and Mexico has suffered by hers. The returning Spaniard told his folk back in Spain that the streets of Mexico City were paved with gold. When others came and found them covered with mud, they cursed the country. So American colonists, lured by absurd stories, stories absurd on their face, find they have to pioneer it as they did in the early days of California—and they curse Mexico for it.

Pioneering any virgin country is not a picnic. But Mexico is probably the most favorable of any now left; Brazil has tropical growth and life to fight, so has Africa. The plateau of Central Mexico is rich and healthful; the natives are industrious, despite the fiction to the contrary. This is true, too, of much of the coast region, especially in the northwest.

* * *

Important to Both Countries

THESE articles deal particularly with agriculture and trade—the first most important to Mexico and the second most important to the United States; but there can be no sound trade without sound agriculture. Mexico, primarily, is an agricultural country.

Mineral wealth is important, but not essential. Too much has been said about mines and oil. The Spaniard came for gold and silver, but did not do Mexico any good until he turned his hand to agriculture. Oil, the newly discovered wealth, helps national finance, but it does not help the country, as a whole, as agricultural prosperity does. Also mines and oil are of little consequence just now in measuring Mexican conditions, because their status has not changed much since the revolutions. The oil companies operating on the east coast have been threatened by nationalization of the fields as a goal. But the wells have been operating. Industrially, the Mexican oil industry is sound and will prosper once the legal difficulties are straightened out. There has been much talk of a salt-water invasion of the fields, but this subject is little understood in the States. The best information is that the Mexican fields may be on a gradual decline, as all oil fields must be soonor or later, but that as they are extended the decline will be slow and they have a bright future for many years.

The mining industry, in dollars and cents of export data, one of Mexico's most important sources of wealth, has suffered least of all by the dissensions. The theory of government ownership of minerals did not affect it because this already had been operative since the Spanish royalty system of mines. The only radical legislation that hit it was the labor laws, laws not nearly so radical in themselves as their enforcement by some of the State governments. Mines have been running at about half normal, which is good, considering everything.

The Mexican-American relations problem is just this: The United States has capital and executive ability to exchange for Mexico's labor and raw products. Capital comes first, as it does in the development of any country. There must be American capital and there must be Americans to aid in large industrial operations. Mexicans can operate agricultural and cattle ranching successfully. But for the industry it is necessary for Mexico to supply only the materials and the labor and, to some extent, the supplementary engineering and business skill.

The Mexicans, even the most radical of the politicians, are coming to see this clearly. Nothing more encouraging or more important can be said about Mexico's future.

The information on which this article and those following are based was obtained recently by the writer on a tour of Northern and Central Mexico. The facts presented are not only fresh, but the viewpoint is conservative, marked neither by that false optimism that in the past has brought about foolish investment to the ultimate injury of Mexico, nor by that extreme pessimism that has been the cause of so much blindness to opportunity.

The writer has been following Mexican news since the Madero rising in 1911, and also is experienced in industrial research. However, the articles do not reflect his conclusions so much as the consensus of the American and European residents in Mexico and of the Mexican business man himself. They thus may be taken as a reflection of the sentiment of those who know most about the situation and have learned it by hard knocks, and they are not tainted by any consideration of the political situation, except as it may affect industry.

GUADALAJARA—LOS ANGELES' NEIGHBOR

Splendid Opening for Business Between Two Cities With Natural Entente Will Come With Railroad

GUADALAJARA, second city of Mexico and center of one of the richest producing districts, is about to become a very close neighbor and business associate of Los Angeles. This will be in two or three years when the Southern Pacific of Mexico completes the spur, already begun, to connect its west coast line from Tucson south with the national railways at a point near Guadalajara. Even now, in prospect for that event, the business men of the two cities are looking to one another and talking shop seriously, encouraged by the newly achieved United States-Mexico recognition and by the improving business and industrial conditions.

To begin with there appears to be a natural entente between Guadalajara and Los Angeles that obtains, despite the present clumsy manner of shipping by rail to Manzanillo and thence by boat to the metropolis. One reason for this is that both are west coast cities (although Guadalajara is not on the ocean) of the southern part of the continent. Sentimentally, also, there is a remarkable resemblance between the two cities. Guadalajara is more typical of Mexico than Mexico City, just as Los Angeles for an American center is little affected by the European influence. Both are cities of homes, but with much manufacturing; both have rich agricultural districts. The president of the Guadalajara American Club, E. R. Downs, rather happily calls Guadalajara "The Los Angeles of Mexico."

Take a map of Mexico and you will see that the trade domains of the various Western American cities, with the corresponding Mexican cities, is a rather cut-and-dried thing, by reason of propinquity and of the railway connections. Los Angeles has the entire west coast because of shipping, the rich cities of Sonora and Sinaloa and Tepic, and to an extent now and completly when the road is built, Guadalajara. El Paso has the agricultural, grazing and mining districts about Chihuahua City and Torreon in the north center, while San Antonio is connected, naturally, with the northeastern metropolis of Monterey. This does not mean that one of these American cities cannot get certain business from districts removed from it, but the trade geography is pretty well fixed.

Before we look into the trade possibilities, let us see about something that will accompany them and help them—the travel between the two cities of tourists and business men. Los Angeles recently has entered into a trade with Hawaii, and, incidental to it, tourists that formerly went no farther than Los Angeles will go on to Honolulu. What little loss Los Angeles may suffer from this (if there really will be a loss) will be more than made up by this connection. Honolulu folk will be more apt to visit Los Angeles, and the other way 'round. So it will be with Guadalajara. That, in fact, is the very essence of trade relations, for business is not all cold, it is made up in good part of sentiment.

Guadalajara is a city of 200,000 population (175,000 noses were counted in the last census.) Data gathered by the Guadalajara Chamber of Commerce show it has a climate not much unlike that of Los Angeles, except, of course, for the effect of the altitude, which at Guadalajara is about 5000 feet; Mexico City is 2500 feet higher, which some persons object to because of the effect on respiration and the nerves. The Mexican chamber's figures show an average for Guadalajara of ninety-four rainy days with 37.97 inches precipitation. A table shows an attractive temperature the year 'round, with contrast between the seasons.

* * *

Good Openings Both Ways

GUADALAJARA can send us, of things we want, the following: Vegetable oil, including copra, rice, of which there is sufficient for export; turpentine, hard woods, sugar, resin, minerals, for there is a rich mining region near it; miscellaneous farm products and clay products. The latter, of course, include the potteries for which Guadalajara is the most famous in Mexico, as well as for a great miscellany of Mexican handiwork, but also something more practical. This is the ornamental tiles, which, in Jalisco, are used everywhere for floors; they even wax them and use them for dance purposes.

Guadalajara needs, of things we have to sell, as follows: High-grade cotton goods (they make the cheaper grades in home factories,) very specially, machinery and machinery parts for both factories and irrigation, plumbing and roofing supplies, hardware of all kinds, high-grade clothing (the cheap grades for men and women are made at home,) toilet articles of good grades (the cheaper ones, like soap, are made in Mexico,) fancy groceries, including vast quantities of canned goods; high-grade shoes—in fact almost everything that a great city needs, except the cheap articles. But this is not to say that only the best grade is wanted; the general run of merchandise most desired is of the average good grade found in American stores.

Like other cities of Mexico, Guadalajara has its American business men who have been keeping American goods alive in the face of two terrific competitions; on one hand the products made by the cheap local labor, and on the other the European goods, chiefly the German, which, because of the economic conditions in Europe, have been put on the market at cut-throat prices.

The street railway and the electric light company are French, and very well-conducted corporations; the electric power is very cheap. The telephone company is Mexican and the service is said to be even worse than most Americans think it is at home. This is such a universal complaint that it should be taken with a grain of salt.

But the American business men are most active, if they have not been dabbling in public utilities. Like their Los Angeles brothers, they have a capacity to handle real estate, and some have put in whole "colonias," as subdivisions are called in Mexico.

* * *

Siesta for Americans, Too

THERE is a lively Rotary Club, but it has been hard to keep the Mexican members in good attendance standing, because the luncheons interfere with the siesta hour. All Guadalajara business closes at 1, to reopen at 3 p.m., and many of the Americans snooze for an hour. American efficiency is in the midst of Mexican antiquity of custom and surroundings.

Guadalajara is a city of churches and plazas. They are everywhere in "el centro." On the outskirts are the colonies, beautifully ordered districts, with homes that are kept freshly stuccoed and flowers and trees everywhere. The cathedral and many of the churches are centuries old; the church is in the old part of the town, where now only those of the poorer classes live, and has Aztecan carvings on it.

Nearly everybody lives in the colonies. The streets are paved, all of the well-to-do use motor cars, but the horse-drawn cab is still in vogue and very cheap and fairly fast. The street cars run nearly everywhere with ten or fifteen-minute service; there are first and second-class cars on the traction line, as well as Mexican railways.

The colonies for the most part are made up of homes owned by the occupants. The cost of residence building in Guadalajara is about a third that in the States, because the adobe construction comes almost as cheap as the dirt it is made of. In Mexico City it costs more to build a home, about two-thirds of the cost in the States.

The outlying country is beautiful, a plateau set between distant mountains. It looks (and so does the whole country in South-Central Mexico) more like Ohio than Mexico. Its ranching development is something tremendous.

It is a lovely combination of fairyland and rich warehouse that Los Angeles now has for a friendly neighbor and social and business associate.

CORN, THE STAFF OF LIFE, INCREASES

Bright Outlook for Agriculture Generally, With Some Difficulties in the Way Yet to be Overcome

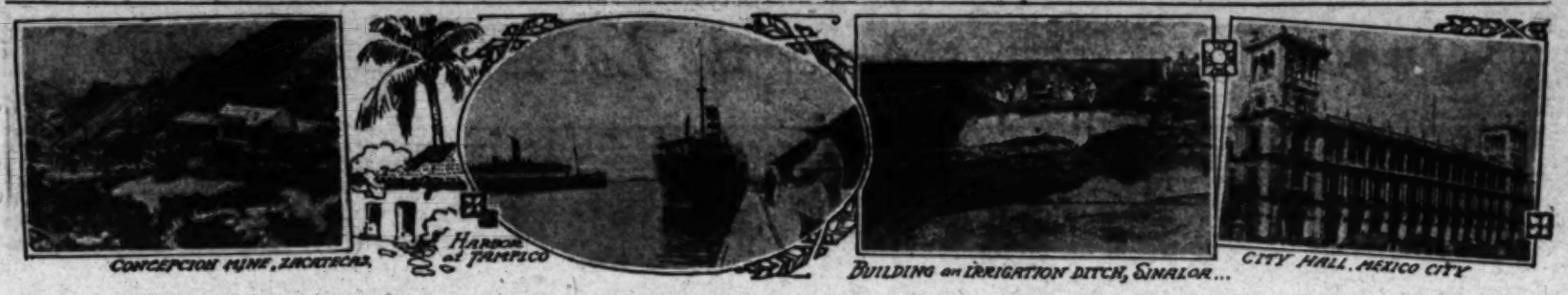
AGRICULTURE in North-Central and Central Mexico has a better prospect than in some years past, so far as the crop conditions go. The outlook is bright, despite the uncertainty produced by what most large ranchers consider an improper application of the agrarian laws, usually good in themselves.

Corn, the staple which to Mexico is what wheat and potatoes combined are to us, will have a phenomenal crop to all appearances. Cotton in the Laguna district around Torreon will be in greater quantity than in three years, although not nearly normal, and this will carry prosperity to the industries dependent on it. Guayule (a native rubber) factories in the north are all running full tilt.

The good conditions are due to rains, which, in the early winter, have been general in the central north, in districts that usually are semiarid and dependent on irrigation. The rain came too late to aid to the proper extent the present crops of corn and cotton, but it helped a lot and much of the water will be stored and benefit agriculture this year. The benefit to the 1924 crops, however, will not be so great as a similar amount of water would be in the States. The porous soil of the district soaks up the water rapidly. The best irrigation works have concrete-lined reservoirs. But the soil this year will still retain some of the moisture.

That, in sum, is the condition as found in the chief agricultural centers of the dis-

BENCH AND BAR



CONCEPCION MINE, ZACATECAS. HARBOR AT TAMPICO BUILDING AN IRRIGATION DITCH, SINALOA... CITY HALL, MEXICO CITY

trict under consideration. Investigation of the political situation, as it affects agriculture, indicates it is not so good as the crops, but it is by no means hopeless.

The agrarian and labor laws, products of the revolution, are considered by most agriculturists, native and foreign, as good enough in themselves, but very bad in their application, not so much by the Federal government as by the State governments. States rights, as north of the border, enter into the game and often the central government is powerless to prevent injustice.

The agrarian laws were designed to split up large estates that were not worked to the common good. To do this properly, the ranch men say, would arouse little or no opposition. But too often it has become a case of dividing improved property that is being worked to capacity; squatters annoy large ranchers as they did years ago in our West; good government land is not subdivided because it is undeveloped; colonists are asked to go on tracts far removed from the railways and water supplies, which, of course, results in failure

* * *

Large Operations Necessary

IT IS believed that the mania begun by Francisco Madero's plan of 1910 rapidly is passing. Careless application of the agrarian laws has aroused strong opposition by the large ranchers, who have farmed leagues for their common defense, and within the ranks of the dominating political party there is opposition, even among many of the government officials, to the present agrarian program, so far as its present application goes.

More and more the reformers, many sincere idealists, are beginning to see that agricultural exploitation of Northern Mexico is like that of our West and South Africa—it must be done by large companies, leaving the small exploitation to follow. The State of Chihuahua was developed by Gen. Terrazas; he owned most of the State, and now his cattle lands have been stripped of stock and they are beginning to split it up into farms. The small farming will succeed in some places where there is water and good soil, but many of the large tracts will have to be worked as are our western wheat and cattle ranches, on a large scale by large owners. Mexico for many years will still need such elements as Cecil Rhodes's Company of South Africa and the Southern Pacific of California.

Worse than the actual confiscation of the land and payment for it in sums the ranchers declare inadequate, has been the effect on national economics. Farming in a country like the United States or Mexico is the basic industry; to meddle with the works may stop the clock. The Mexican officials more and more are realizing this. But their difficulty is the same we have in the States; their party has made promises; the promises must be kept, at least as far as possible, so as not to arouse retraction from political supporters. Those that do not own land outnumber those that do.

The economic results are startling somewhat, and yet Mexico, with her remarkable facility for going ahead, despite of everything, is working and is about to produce a good crop, but nothing to what it should be. Chief among the bad economic effects is this: Money is scarce anyway and the owner of a large tract of agricultural land has more trouble than anybody in getting loans to operate his holdings.

* * *

Corn, the Bright Prospect

THE prospect of a good corn crop is the brightest thing in the Mexican agricultural situation, for corn is Mexico's most important food. But while everything depends on it, in only relatively a few years in the country's history has the crop been sufficient to meet the local demands. Importations of corn from the States this year will be smaller than in many years; perhaps almost none at all. In 1921 they were 12,000,000 bushels and in 1922 the figure was reduced to 3,000,000 bushels. Corn, which, for the poor classes means bread, for their staff of life is the maize tortilla—an unleavened pancake—is of more importance even than the frijole, the black bean that is so important a part of the three meals a day of the lower and middle classes.

The consensus of Mexican agriculturists and government statisticians is that the corn crop for 1923 will be more than 5,000,000,000 kilos. This will be about the same as the great crop in 1909. The promised reduction of importations of this cereal will have its good economic effect also, for it will mean a reduction in the flow of money out of the country and influence the national commercial balance.

The Mexican corn crop in 1922 was a little more than 2,000,000,000 kilos; in 1921, 1,500,000,000 kilos. The difference in the importance of the staple cereals is shown in the last annual figures, those for 1922. While the corn crop was 2,000,000,000 kilos, the wheat crop was only 230,000,000 and beans 130,000,000 kilos.

Crop shortages are not the only difficulties. The Mexican corn, like Texas corn, foments quickly, and modern ventilated storage facilities are much needed. This results in immediate local consumption and little chance of equalizing the crop between various districts. Transportation also in some parts is inadequate.

But the Mexican Department of Agriculture, under the Obregon administration, has started many important reforms. A motion picture has been completed recently for use in agricultural districts. It will show the ranch men, many of whom cannot read, how to pick seed corn. The department will issue other films dealing with farming problems. The department, at the present time, has thirty field agents, instructors who travel around the country in automobiles with charts and literature for the farmers. Their work is said to be propegly practical. In addition, there are ten traveling specialists in animal and plant diseases, whose good work will be reflected in an important manner in future years. Mexico suffers greatly from pests of plant and beast.

Mexican cotton is an important industry, and the bright agricultural conditions include it. There are two cotton districts of consequence: the Laguna, about Torreon, where the cotton-consuming manufactories are located, and the field in the northern part of Baja California adjoining the border and tributary to Los Angeles. The Baja Californian fields are isolated from the rest of Mexico and its cotton must be shipped through the United States. If sent back into Mexico, it must come through the States in bond.

The Laguna crop, now being picked, will amount to 40,000 bales, or a little less, according to the prediction of the cotton people at Torreon. The normal Laguna crop is 100,000 bales, or, better said, the ideal Laguna crop. The 1923 crop will be the best in three years. The recent rains throughout North-Central Mexico came too late to help it, but the water will assist this year's crop, which should be still nearer normal. The Rio Nazos, running through the Laguna district, is higher than it has been in three years.

Mexican cotton is consumed by factories at Torreon and by the fabric mills in the interior. The normal consumption of the mills is about the same as the ideal Mexican crop—100,000 bales. So it is expected that the 40,000 bales from the Laguna, plus what the Baja California fields produce will come pretty near meeting the demands of the mills, which are running a little short of their normal, and, therefore, no great importation, except by bond through the States from Baja California, will be necessary.

OPTIMISM IN THE FINANCIAL SITUATION

Adjustment Must Come, However, Before Business Rehabilitation Can Be Begun and Mexico Get Her Balance

ADJUSTMENT of finance in Mexico must come before definite rehabilitation can begin. Wherever and however you look at things, that seems certain.

This adjustment depends on many things. The recognition of the Obregon government by the United States in itself cannot bring it. It has brought a certain encouraging optimism that is reflected in some business activity and in a reduction of the depreciation of the silver peso. But, looking beneath the first flush of optimism, foreign and native, at recognition we see that more important things to capital must be adjusted.

"To go on the basis that mere recognition is sufficient will bring a repetition of what we had in 1917; it would do inestimable harm to Mexican commerce and industry," one of the best-informed Americans at Mexico City puts it.

The actual condition is optimistic enough, and business is benefiting by it; but a false flush would bring its reaction, and Mexican business should not suffer any more reactions. Business will improve, but there will be no great investment of foreign capital, the one thing needed, until after the claims conference has finished its work and that will be some months yet.

One must strike some mean between optimism and pessimism. The pessimism is intense, according to the time the American has been in Mexico and according to his sufferings in the various upheavals. Often that pessimism seems to overshadow fact; but it is a natural feeling for many of these business men have been bled white by revolution. Even among them there are many who feel sure that the Harding-Coolidge administration can be trusted and that the Mexican administration can be trusted, at least to do its best; there is considerable faith in Obregon, and some do not fear the coming elections.

This confidence has been growing for the last year as Obregon definitely has put things in better order. But apparently not one American, experienced in the game down there, ventures to predict that there will be anything like the boom that should come to Mexico until the claims conference is through, and perhaps not until after the national elections this year. In the meantime, however, there should be a steady improvement, a growing confidence—but no boom.

* * *

Stable Money, But Not Enough

UNDER President Obregon, Mexican currency has been stabilized by use of the gold and silver coins. The peso theoretically is worth just half of the American dollar, as it was under the Diaz dictatorship. The day of the billimbique, the fiat paper without any sure backing, is past; Mexico wants no more paper, and is even afraid of the look of American paper currency, the native business men preferring to see $20 gold pieces. Only one thing is lacking to put Mexican domestic finance in order—and that is a new banking system.

But Mexico is still suffering from a lack of money for investment, and very greatly suffering, and this probably will not be remedied until big money in New York enters into the game. The scarcity is due to several things; the bad banking condition and a timidity of investors generally, through fear of the political situation, but chiefly by a sheer lack of money.

American bankers will be startled at this: With perfectly safe security, one can get usurious rates that are not usurious except because of the actual scarcity. Money is loaned at Guadalajara at 1½ per cent a month—18 per cent a year; at Mexico City at 15 per cent a year.

But conditions are so much better than they were that one can afford to be hopeful, to say nothing of the promised good effects of recognition. One private banker, who is a financial leader in his community, states that while four years ago he did business on a 2-per-cent margin, he now does it on a ¼-per-cent margin. This margin, or more or less the same, was applied to business. It was made necessary by the risk of doing business in revolutionary times. It slowly has been reduced because of the stability of the Obregon government.

* * *

Chimney Niches as Banks

SINCE the revolution that wrecked the old Porfirista banking system, Mexican banks have been private. Each community has its banks, run by American or European capital, usually locally invested. Americans will remember of the danger of banks before the reform laws in the States, so there is small wonder that there have been failures, and that banks have become more financial agencies than depositories. People, especially the natives, keep their money in a chimney niche, after the fashion of the vice-regal period.

That, of course, must be remedied. The government already has taken the step. It is proposed to establish a "banco unico"—only bank—which would be something like our national banks. But it is proposed to issue paper money with a metallic backing. Most foreign and Mexican business men seem to think this will never do; there is not the confidence in the government—in any Latin-American government—that there is in the government of the United States, and also the very idea of paper money, however backed, makes one tremble in Mexico. It is hoped that the government will stick to the metallic money system; the very clink of the gold, silver, nickel and copper coins makes for business confidence. Either that, or have the "banco unico" backed by foreign capital.

Mexico for some time has been keeping to a favorable trade balance, but, of course, oil is included in the export figures and oil is a tremendous thing in itself that has little directly to do with other industrial efforts in the republic, except as its functioning may affect finance and confidence. The guaranty for capital in Mexico, which was the crux of the diplomatic negotiations preceding and following recognition, is twofold; the satisfactory adjustment of the agrarian law which affects agricultural operations in which foreigners are heavily interested, and of the clause in the new constitution pertaining to the nationalization of oil fields. They have no direct connection, but together they form the question at hand and all other industrial business and financial operations depend on them.

The national government is aiding in the revival, while some State governments are hindering it by radical legislation (in some cases not much more radical than some legislative experiments in the States,) but more often by an improper application of existing legislation, particularly of the agrarian laws.

The Federal government estimates that its revenues for the next calendar year will be 310,000,000 pesos. If all goes well, if foreign investors neither rush in pell mell and invest carelessly nor stand off entirely; if small investors take the tip from big ones who have the best means of ascertaining the conditions, industrial and political, Mexico will progress as it should and take many steps toward that wonderful exchange for mutual benefit between her and the United States, a relation that is fixed arbitrarily by Nature and which neither nation can afford to overlook.

AMERICAN GOODS SUPPLANT THE GERMAN

French Occupation of the Ruhr Throws the Mexican Field Open to Manufacturers of the United States

FRENCH occupation of the Ruhr of a sudden has removed a German competition that was crushing the American houses in Mexico, and the American is now top dog. This refers chiefly to the sale of things made of steel, machines and hardware—one of the basic industries in any country.

It is one of the brightest things for American trade in Mexico. Because of the low German exchange, the German merchants have been selling their goods, particularly machines and hardware, at ludicrous prices, ludicrous to all but the American and a few of the British competitors.

The Germans sold machines at figures lower than the value of the raw copper in them. They sold machines at less than American manufacturers, like Westinghouse and the typewriter companies in the States, could make them. It is true that their supplies came irregularly since the war, but when they had none they stuck German labels on American hardware until they could get another supply from Germany; an old trick, but always a good one.

Now the supply from the steel factories of the Ruhr is shut off. The Germans are glum; the Americans happy.

The Englishman, as a rule, sticks to his massive machines, made to last a lifetime and very good, but the Mexican will not pay the price, not caring much about ultimate cost. In South America the English compete with us because our machines, plus the freight rate, make a less differential. But in Mexico the English shipping cost is about the same as to Buenos Aires, and the American cost is little more than to some parts of the States. So that lets the Britisher out.

But the German lacks the British scruples against making things light and cheaper. The American machines have a nam-

(CONTINUED ON PAGE FIFTEEN)

Orange County's Development Closely Linked With the Growth of the Southern Counties Gas Company

Exterior of [illegible] gleted office of the [illegible] ties Gas Company at Santa [illegible]. This structure is located in the heart of the [illegible] district and was erected at a cost of approximately $50,000. It is one of the 20 company offices in the Southern California counties.

INTERIOR OF THE SANTA ANA GAS OFFICE
showing spacious and well lighted quarters.

Another interior of Gas Office taken from the rear of the building. This view shows the commodious quarters provided for the transaction of the company's increasing business in Santa Ana.

THE SOUTHERN COUNTIES GAS COMPANY has extended its mains into various districts of Orange County, until today 18,000 consumers in that county are using Natural Gas. The gas distribution system of Newport Beach, purchased by the company on the first of last year, has been greatly improved. To facilitate the handling of its business, the company has located six attractive gas offices in the principal cities of the county, Santa Ana, Orange, Anaheim, Fullerton, Placentia and Newport Beach.

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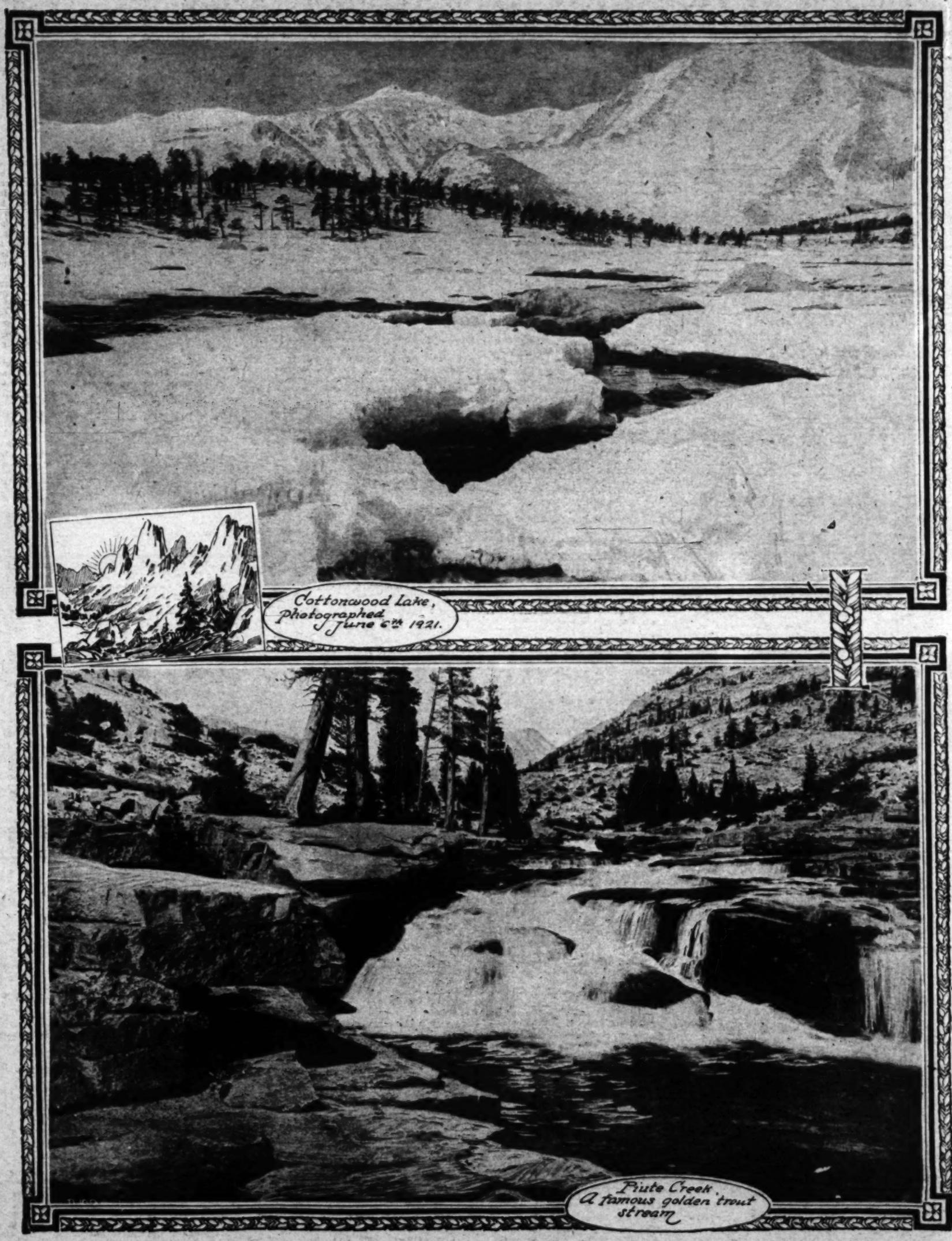
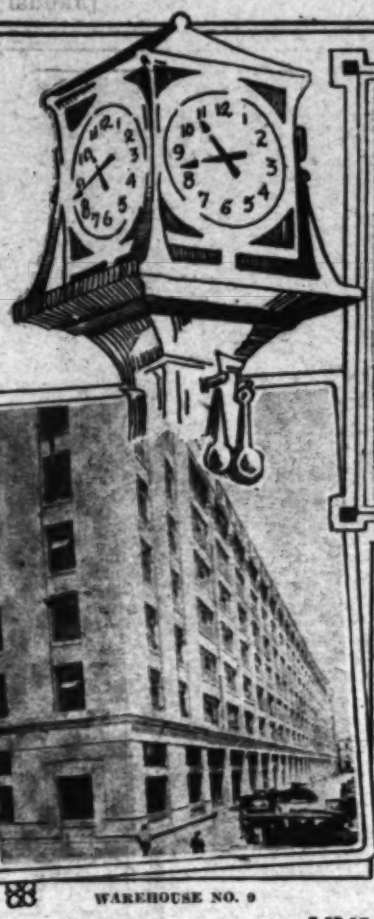


Cottonwood Lake, photographed June 6th 1921.

Piute Creek, a famous golden trout stream



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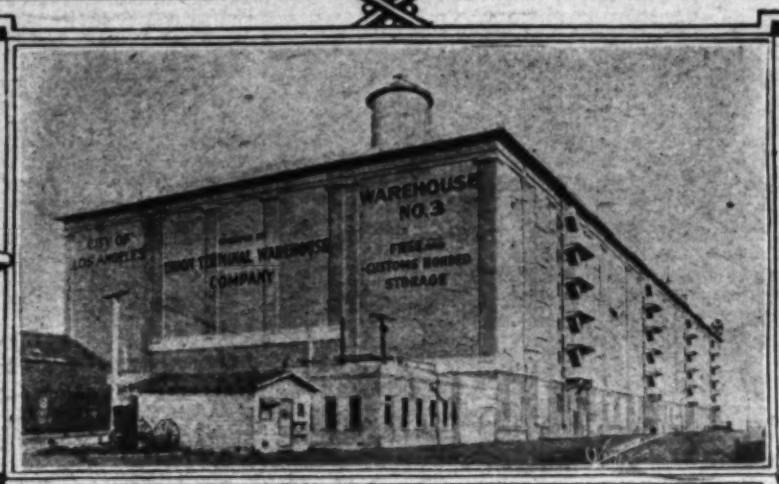

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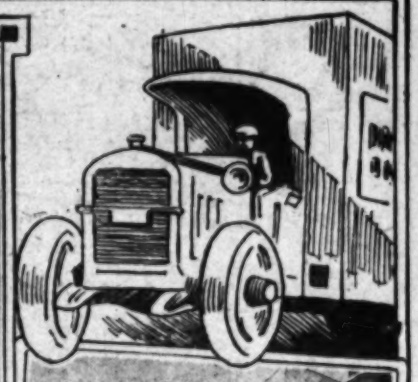

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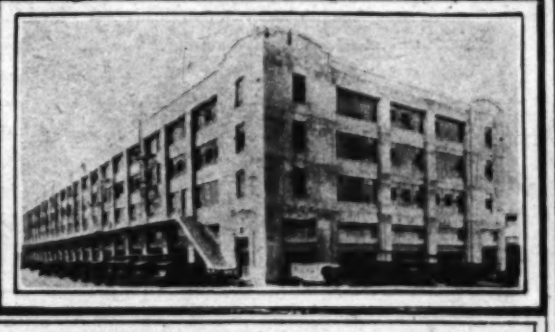

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PRODUCE MARKET YARD

Film Pay Roll Here One Million Dollars a Week

Motion-Picture Industry Stabilized and Forging Ahead Amazingly in Quality of Output and Other Directions

BY MYRTLE GEBHART

WITH a larger weekly pay roll—$1,000,000—than any other Los Angeles business, the motion-picture industry in the past year has indubitably furthered its stabilization, noticeable in a tentative form in 1922, into a definite groove of prosperity. During 1923 it completed its solidification and the year's achievements are indicative of still greater, but possibly more gradual, growth than that which characterized its early bonanza days.

The quick public response to the first "moving shadows" brought about a great, but flimsy, boom, bred of a collective swelled-head, during which salaries became abnormal, cost of production stupendous. The business grew amazingly, and in rather haphazard, chaotic form—like a lady who dresses hastily when company comes unexpectedly, none too careful of the plaquettes and rents in her gown, not minding much her wispy back hair, just so the front is marcelled and her face powdered.

Following the depression of 1920-21—during which the business almost went on the rocks—commenced the second boom, a slow rehabilitation process rather, which in 1923 inflated to something of former glory, yet managing to remember and be governed by the lessons those years of the slump had taught.

With an annual production of $156,000,000 on an invested working capital of $30,000,000, the motion-picture business fundamentals are now firm; it has established its solidity, impregnably. The past year's efforts have leaned more toward bettering the quality of the output than toward a mere lavish display. The producers are beginning to do what they have spouted so long about: make better pictures.

Analyzing the boom of 1923, it bears a kinship with the general prosperity all over America. It is not a thing of novelty, of glitter, irrespective of worth, as in former years. The screen is realizing apparently the demand that brought about $800,000,000 into the coffers of the 17,000 movie theaters in this country last year—the public demand for quality, for its money's worth. It is getting down to brass tacks. And with this new spirit has come recognition of the industry by banks and financial institutions. No longer an outlaw among the financial elements, it has begun to weed out its superficial extravagances.

It is by no means yet an art—for that matter I doubt whether the public generally wants its universal amusement made into an "art"—and while some individual efforts have been made along this line, the main force has been exerted toward stabilizing the industry and assuring its progressive future.

Coincident with the prevailing country-wide prosperity, 1923 ushered in a frenzy of production. The weekly pay roll and capital invested doubled the figures for 1922. There is now $750,000,000 invested in production, including real estate, studios and equipment, and 150 producers are turning out food for the eyes of the world.

• • •

Photoplay Changes

BY SELECTING the outstanding films of the year that seemed best to express the new tendencies, you put your finger upon the gradual changes in the photoplay. Three years ago, at the mere mention of a costume picture, the producers emitted verbal lava. A spectacular feature meant cheese-cloth draperies and tinsel-paper armor—also public ridicule. And when the atmosphere was undertaken seriously, it predominated, superseded the drama—had the effect of an animated museum on display. The whole massive thing swamped one. The public, tiring of too much frosting, reverted through sheer beauty-suffocation to the plainer and more homespun tales.

When one producer proved that the spectacular background could be realistically done and yet kept subordinate to the dramatic figures, who walked before it as silhouetted against a backdrop, others followed with an avalanche of costume pictures. This has been a cornucopia year, indeed an international film-feast, with the screen all done up in Christmas-tree style.

Notable, not so much in magnitude, but in the new standards they have so gloriously flung upon high for the cinema's achievement—drama, atmospheric verity, progress of photographic illusion—I think were "The Covered Wagon," "Rosita," "The Hunchback of Notre Dame," "A Woman of Paris," "The Thief of Bagdad" (not yet released.) and "Driven," with "Greed," "Courtship of Myles Standish," "The Ten Commandments," "The Eternal City," "The Lady of Quality," "The Dramatic Life of Abraham Lincoln," and other workmanlike offerings following closely in worth.

In the tremendous success of "The Covered Wagon" lies more than one picture's acclaim; it is illustrative of a gradual change in production, the beginning of that type of play requiring for the unfoldment of its epic theme great stretches of natural scenes impossible of duplication, which is individually the screen's own cookie. It was epic because the characters in their relationships were but puppets serving solely to interpret those vital fundamentals. We didn't care whether the hero won the girl and hit the villain on the chin or not; all we wanted was to see those valiant souls cross those great, barren, danger-infested wastes, that they might claim and settle the soil of Oregon, that the gold fields of California might give forth their treasure to the conqueror.

This is the true field of the motion picture. It is with a feeling of certitude that I can now forecast the screen's gradual trend toward two types: the drawing-room film, little sister to the stage, and the great historical epics like "The Covered Wagon," dependent upon natural settings to express some vital theme.

• • •

These Stand Out

THE outstanding individual characterization of the year to my mind is on Chaney's Quasimodo in "The Hunchback of Notre Dame." As the humpbacked bellringer, he runs the scale of human misery. Grotesque, its morbid keynote and stark depths of melancholy prohibited its becoming popular. But I found in its very hideousness a weird fascination. I have never seen anything like it before. And I don't want to ever again. For its purple shadows, its subtle tragedy, the sheer horror of it—these are not soon forgotten. But "The Hunchback" is worthy of a place among the achievements of the year because of its spirit of truth, its authentic atmosphere.

"Greed" and "Anna Christie" are grim, somber, but they are cameos of life, realistic. And they transfer thought, subtlety, to the screen.

Such pictures as "Driven" and "Down to the Sea in Ships" are noteworthy because of their realism, filmed in natural locales, and seem hints of what the screen is fumbling toward.

"The Ten Commandments" deserves mention because of Cecil B. De Mille's restraint of sensual beauty for once in favor of a lofty theme.

"Long Live the King" is a panoply serving to highlight the talents of its boy star in a whimsical, adorable character. It has a quaintness and endearing charm and is by far Jackie Coogan's best.

Norma Talmadge's "Ashes of Vengeance" was a colorful pageant—a thing of beautiful background. Though carrying a certain pale fire, it had a tinsel, pictorial quality and added nothing of particular merit to the screen's advancement.

In "Scaramouche," the French revolution is filmed with the least possible waste of footage upon gesticulating mobs. The story is logically told, without hokum to build up suspense. The whole production is cohesive, its continuity is perfect, and the beauty of some of it is a genuine treat. Rex Ingram has beaten Griffith on his own stamping-ground.

In its broad allegorical sweep and exquisite fantasy, Fairbanks's "The Thief of Bagdad"—at this writing uncompleted and being considered solely from watching the picture in production—promises to give the silversheet something new that opens up infinite possibilities, which I believe have as yet been but touched upon, in the magic of camera-trickery and lighting effects. It is going to be a tapestry of poignant beauty.

The coming months will likely see new films that tend to create illusion. Not the mushy glamour of past seasons, in which the make-believe of petty human puppets was highlighted in inconsequential drama. I mean illusion, such as the Arabian Nights' tale—fantasies of imagery, with weird animals, fairy-tale effects, frankly unreal, in which the drama of individuals is subordinated to a relatively unimportant place in the beauty and artistic effect of the whole. Just a passing phase in the cinema's evolution, for in it does not lie the real greatness or future of the screen, but it promises us a season of rare beauty, of imaginative glamodr.

The past year brought forth several revivals of early-day successes that have met none too favorable a reception, because, while new and wonderful at the time of their first filming, these stories have suffered through repetition in various forms and have become hackneyed. "The Spoilers" fared best, but "The Ne'er-Do-Well" and "The Girl From the Golden West" lacked much of the virility of their original picturizations.

• • •

As to the Directors

THE YEAR 1923 brought forward but few directors worthy of note. James Cruze, who had the courage to film a good story turned down by almost everybody else on the lot and the ability to make of it a memorable production, "The Covered Wagon." Charles Brabin, who imprinted truth upon the screen in "Driven" and at a fraction of the cost which would have marked any other director's filming of the same story.

Hobart Henley has given us one instance of splendid direction in "The Lady of Quality." Incidentally, he did it so quietly and so unexpectedly that he rather astonished everybody on the lot and, perhaps, himself, too. While Universal was orating of the wonders of its mammoth production, "The Hunchback of Notre Dame," Henley was making a very entertaining and dramatic photoplay with no blaring of trumpets. I expect it will prove much more popular, generally, than "The Hunchback," and I certainly hope that he will not permit his gifts to atrophy under the Universal blanket.

Fred Niblo is keeping his pace. His "Famous Mrs. Fair" was a cameo of real-life drama. His transposition of the stage play, "Captain Applejack," to the screen as "Strangers of the Night," is the sort of tale that smacks its lips over life and finds it good to the taste, with sly comedy—but trust Niblo to achieve the unusual. Rex Ingram is stepping forward in slow, but sure, strides. John Robertson also has a conception of beauty, combined with a growing sense of dramatic proportion.

Ernest Lubitsch, a fiery, chubby, frank little German, has surprised a lot of folks by turning out creditable work. Much of the success of "Rosita" is due to his masterly direction. Possessing a keen mental perception and an eagerness to learn, he has, without difficulty, acquired the American point of view without misplacing any of his splendid dramatic technique.

D. W. Griffith, long hailed as "the dean of the screen," is losing ground because, I think, his pictures carry too much the imprint of his own ego, the self-assurance of one who would live forever crowned by past laurels. His genius, you feel, is coated by a certain smugness. All the old hokum, cleverly gotten up, is there, but little that is new or progressive. Perhaps his historical spectacle, "America," now being filmed, will reclaim his lost glory.

Cecil B. De Mille has slipped somewhat. His "Adam's Rib" was the acme of absurdity. However, his "Ten Commandments" has served, in a measure, to re-establish his grip, as he has filmed it in a reverential attitude toward the majesty of his theme.

Marshall Neilan is too content to jog along in an even rut. I expect better things of his direction of "Dorothy Vernon;" however, his forte lies in swift melodrama with a fleck of humor, in which field, when he cares to exert himself, he ranks supreme.

King Vidor and Allan Dwan, both directors of potential promise last year, have done nothing during the past twelve months to warrant their continued inclusion in the ranks of greatness.

Charlie Chaplin evinces directorial ability of the first magnitude. "A Woman of Paris" introduces innovations, principally in the technique of acting.

The film story made little progress during the past year, the same old situations, now and then decked out in novelty trimming.

Technically, the screen is forging ahead rapidly, with considerable improvement, particularly in photography and lighting effects.

The greatest strides made in the comedy line are Harold Lloyd's. There are no brain-wracking nuances in the Lloyd films; they are broad laughs at life—the sort of things we find to laugh at in our own lives, stressed a bit for effect. They have a human, natural quality that is very appealing.

There are a host of two-reelers whose antics, the product of the gag-man's ingenuity, are mildly ludicrous. But in shorter comedy, the only worthy contribution of 1923 is "Our Gang," that bunch of kid comedians, for whose natural spontaneous gems of childhood's comedy Allah, rather Hal Roach, be praised.

In acting, the main change has been toward realism, fundamental truth in characterization, subtlety of expression in place of the exaggeration of a few years ago. Beauty is no longer at a premium. Our doll-faced stars are either stepping out or learning to act.

CALIFORNIA LONG-NEGLECTED PARADISE

Spain Knew It More Than Two Centuries Before Beginning Colonization by the Missions and Military

SPAIN KNEW California for 227 years, from 1542 to 1769, before she established a colony here. During most of that period, except for the early expeditions of discovery and exploration along the coast, Spain utterly neglected a land reported to be an earthly paradise. But California had no civilized nations with rich cities to be plundered and the Spaniards had their hands more than full occupying Mexico.

But in 1686 English ships began to reappear upon the west coast of America to annoy the Spanish galleon of trade with China and Japan, to nose into the bays and estuaries, and perhaps to discover the Straits of Anian, the strategic northwest passage between the two oceans. So Spain had occasion for alarm.

Moreover she was not unaware of the Russian progress eastward and southward down the coast. In 1706 the Russians reached Kamchatka; twenty-two years later Vitus Bering came through the only real Anian, the strait between Siberia and Alaska; another two score years found the Russians upon the Aleutian Islands, and by 1760 trade in otter skins had been opened with America. The disconcerting discovery was made that the Hudson Bay Company had been chartered to seek a passage into the Pacific.

So Spain realized that the day of establishing her claim to California could not be put off longer. But the once powerful empire was exceedingly poor. The eighteenth century found her with both resources and enterprise sadly waning.

Then a happy means of occupying California without expense seemed to be presented. The system of civilizing the Indians in Mexico by so-called protectorates, which in reality were not unlike modern systems of contracting convict labor, had proved so disastrous as to inspire the idea in the minds of Cordova and Las Casas, the former the Dominican vicar, of a new system. This, which proposed the segregating of the Indians from lay influences for peaceful persuasion to Christianity and the ways of the white man, was the idea of the mission.

It was tried in Guatemala and the Philippines and proved successful. In Paraguay, where it was introduced by the Jesuits between 1586 and 1612, it prospered exceedingly. Later, beginning in 1697, the Jesuits established eighteen missions on the peninsula of Lower California; but there the evil influences of Spanish avarice and vice reached the Indians in spite of the efforts of the padres. Life in the barren wilderness was not attractive to the Jesuits, and they were glad to be relieved of their responsibility by the order of expulsion from Spanish dominions in 1767.

The missionary work in Mexico then came into the hands of the Franciscans, beloved and admired for their espousal of poverty. To them, under the leadership of Junipero Serra, was intrusted the task of establishing missions in California.

But it was not given into the hands of the missionaries alone. To convert the Indians and save their souls, the object inspiring the padres, was a matter of no interest to the government, which was scheming wholly for the acquisition of territory. So while financing the enterprise out of the Pious Fund, the government sent along with the missionaries an escort of military, setting aside at the very start the fundamental principle of the idea.

Four separate expeditions, two by sea and two by land, set out from La Paz early in 1769 to meet in San Diego in the following summer. The ships were cargoed with church furnishings, bells, vestments, oil, dates, wine and a large assortment of staple foods, besides chickens, a few cattle and 1000 pesos in money. The land forces drove pack-animals loaded with food and other necessaries, also taking along herds of cattle, horses and mules. Portola, the military commander, and Junipero Serra went by land.

The meeting was effected at San Diego, but scurvy had greatly reduced the sea forces. Only enough sailors could be mustered to outfit one vessel to return to San Blas for seamen and provisions, while the continuation of the expedition to Monterey had to be undertaken by land.

A third vessel, the San Jose, had been dispatched from Mexico to meet the forces at Monterey, but strayed to the north and was never again heard of.

After wandering up and down the California coast for six months Portola and his men returned to San Diego, where Father Serra had remained, with the discouraging report that Monterey was a myth. But although they had failed to find, or, as it turned out, to recognize, the bay they sought, the expedition penetrated northward to the discovery of the bay of San

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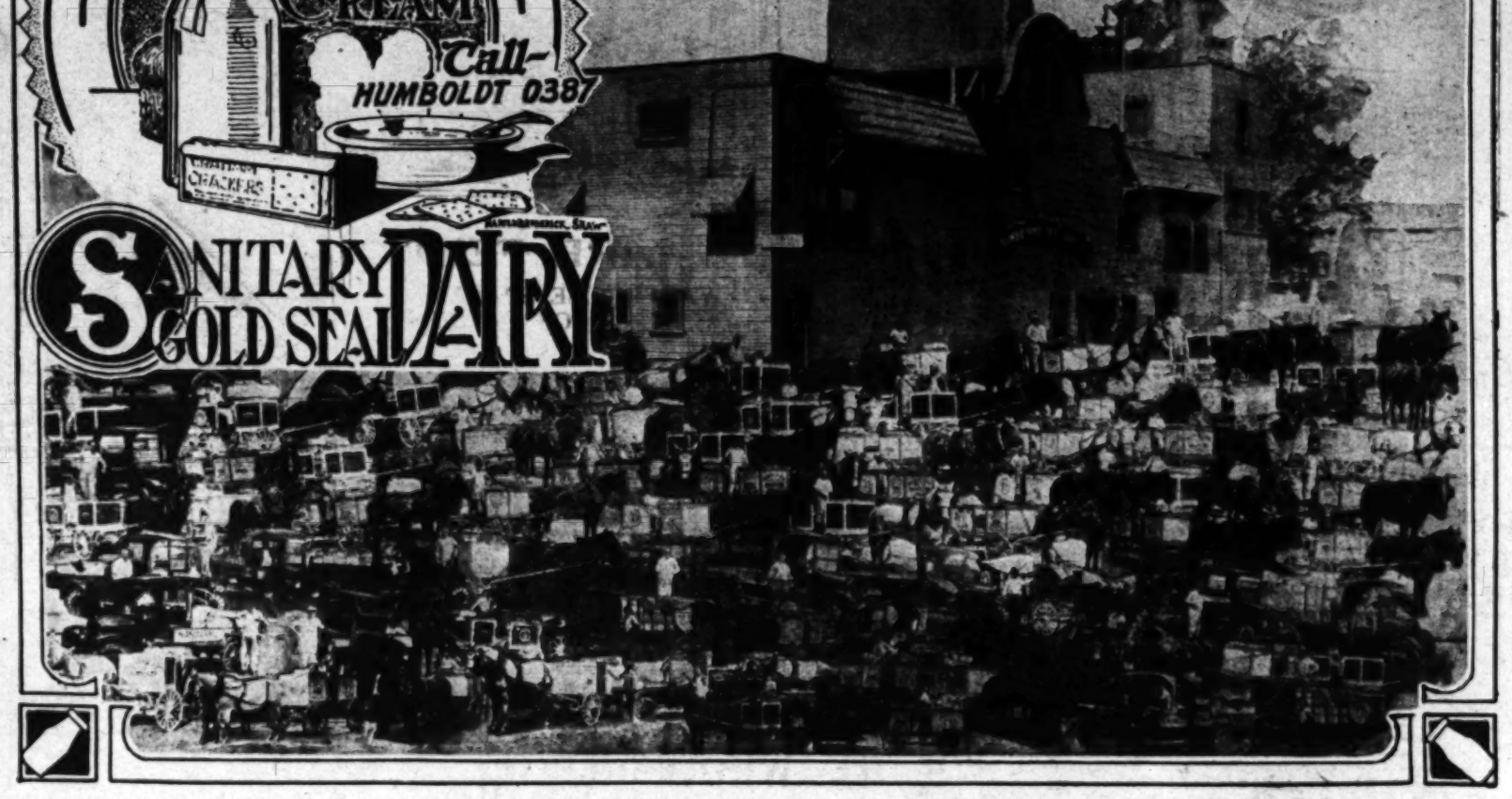

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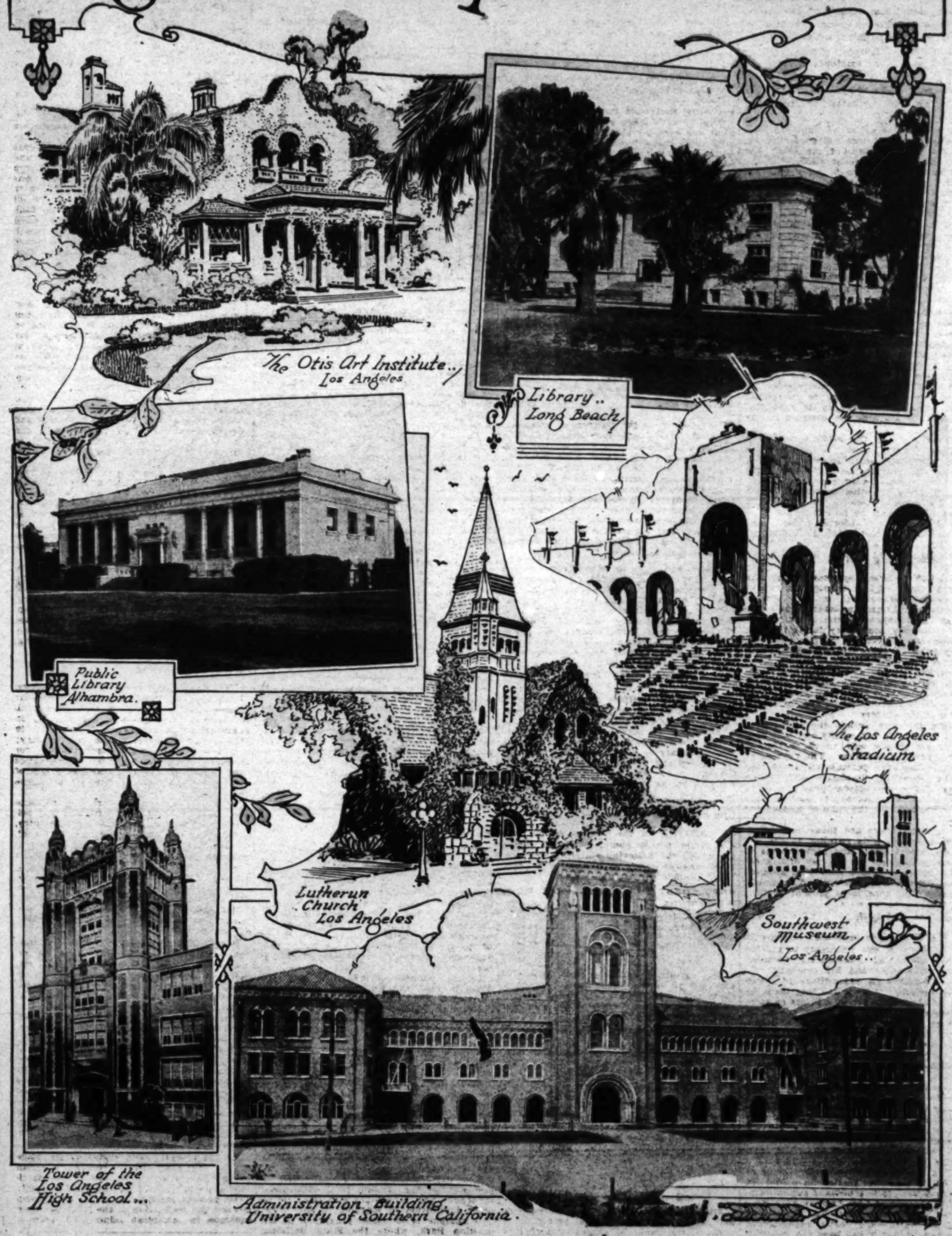

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Schools and Colleges Are Equipped With the Best

Enormous Investment and High Standards Maintained Give Southern California Exceptional Educational Facilities

BY L. D. HOTCHKISS

LOS ANGELES is proud of its educational institutions. The pride is warranted. During the past decade the city has become one of the most important educational centers of the nation and is so recognized today. Millions of dollars are invested in the schools of Southern California. Thousands of highly trained men and women are employed to teach the youth of the Southland. Hundreds of thousands of boys and girls and young men and women take advantage of the opportunities offered.

The primary object of all Southern California schools is to turn out good citizens; to implant in the minds of the youth who accept the advantages at hand that the greatest task of man is to learn to live—usefully. To the business of developing helpful endeavor and initiative in the individual the schools authorities have dedicated their talents. Their success is reflected in the character of the citizenship present today in Los Angeles and vicinity. The story of the rapid growth and development of Los Angeles has been told many times. It but remains to be said that the schools of the city and county have kept pace with the industrial and commercial progress.

For many years the city schools of Los Angeles have been recognized for their excellence. Every opportunity for the development of the mind and body is offered by the public schools of the Southland. From the kindergarten to the post-graduate courses the schools offer the best in educational facilities. A metropolis, the city of Los Angeles offers to the public school pupil the advantages of individual attention and teaching not common in city schools.

But not alone in the public school field does Los Angeles excel. Within the city limits are many institutions of higher learning and private institutions with national reputations for efficiency and attainment. Near by are other institutions which have also gained renown in educational circles. There can be no excuse for ignorance in Southern California today. The decision to learn rests with the individual.

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Big Problem Fully Met

THE public school systems of the city and county of Los Angeles are typical of the remarkable growth and development of Southern California in other fields of endeavor. The unprecedented influx of residents to the city and county during the past ten years brought with it the great problem of supplying adequate educational facilities for the sons and daughters of the newcomers, but in this as in other vital matters of civic welfare Los Angeles arose to the emergency and today can justly point with pride to a public school system second to none in the country.

During the past decade the educational efforts of the city and county can be classified as emergency only to the extent of multiplication of endeavor. The keynote of expansion has been permanency and in the erection of school buildings as in other phases of the educational program never has there been a tendency to sacrifice dollars or methods for the sake of momentary needs.

As a result there are today more than 300,000 boys and girls enrolled in the elementary, intermediate and high schools of the city and county. In the city of Los Angeles enrollment figures show that approximately 30,000 more pupils entered the public schools in 1923 than were present in 1922.

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Nineteen New Schools

TO CARE for this enormous increase in enrollment it was necessary to provide sixteen additional elementary schools, three high schools and 812 teachers. To do this required an expenditure of thousands of dollars, but as it has long been the policy of the public school officials to meet the needs, no matter how great, the facilities were awaiting the pupils at the beginning of the school year.

Mrs. Susan M. Dorsey, superintendent of the Los Angeles city schools, has declared the schools of the city constitute a great workshop wherein there is present a spirit of cheerful co-operation between teachers and children. She gives credit to the cheer-inducing climate and its genial influence as a great aid in the attainment of present idealistic conditions in the city schools, and is authority for the statement that little of the old type of master and child is in evidence in the schools of Los Angeles.

During the past few years new subjects and new types of instruction have come to be used in the public schools of the country, and the schools of Los Angeles have kept pace with progress. There has never been any tendency toward costly experimentation, however, but it has been the policy of those in charge to proceed cautiously. This does not mean that there has been any slackening in intellectual standards or achievements, however, as there has always been recognition by the city schools of the things worthy in modern education.

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Vocational Training

IT is in vocational training that the city schools have taken great strides forward, as it was early recognized that the modern home and industry no longer furnish adequate opportunities in this field for practical education. As a result the schools of the city are today in truth great workshops. Places where the youth of the city may learn useful trades and vocations in addition to assimilating the fundamentals of academic learning.

There has never been any tendency on the part of those in charge of the schools of the city to sacrifice money or ideals to the needs of the moment. This is exemplified in the erection of school buildings. The school buildings and grounds of Los Angeles are listed among the showplaces of the city. For beauty in architecture and landscape effects, they are unequaled. It has always been the purpose of school officials to combine beauty with practicability and in so doing they have provided Los Angeles with a system of school buildings which can be proudly displayed by the most aesthetic of its citizenry.

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Millions Voted

TO take care of the program of expansion and development, the voters of the city approved a bond issue of $17,500,000 a year ago, and today this sum is being cautiously used to meet the needs of tomorrow as well as today. During the past year more than $4,000,000 was spent in new buildings for elementary schools, and $2,275,167 for high school structures. Today the total value of elementary school buildings, land, equipment and appurtenances is more than $23,000,000, while that of the high schools is more than $12,000,000.

In an endeavor to give those persons who work during the day an opportunity to continue their studies or take up new lines of endeavor, night schools have been established and as evidence of their popularity it is interesting to note that during the school year 1922-23 more than 19,000 persons availed themselves of the privileges offered. Various courses are offered, trades are taught; in fact, the night schools of Los Angeles make possible education for all.

The physical welfare of the children is not overlooked in the Los Angeles schools. During the year 1922-23, salaries paid to physicians and nurses out of the school budget totaled more than $45,000. A city school library is also maintained and for its upkeep and for salaries paid to the attendants more than $63,000 was spent during the past year.

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City Enrollment

A REVIEW of the schools of the city could not be complete without figure facts, and the following statistics will possibly answer many questions of readers living outside of Los Angeles:

ENROLLMENT FOR SCHOOL YEAR 1922-23

Kindergarten	15,558
Elementary	110,928
Elementary Evening	635
Junior High School	14,945
Senior High School	22,359
Evening High School	47,180
Total	211,635

The enrollment for the year 1923-24 is expected to exceed these figures by many thousands. The above statistics show a gain of more than 30,000 pupils over the year 1921-22.

NUMBER OF SCHOOLS NOW OPEN

Elementary	200
Special Schools	14
Junior High School	11
Senior High School	15
Part-time High School	1
Total	244

This figure shows an increase of nineteen schools during the year 1922-23, and as many more additional schools are expected to be installed this year.

NUMBER OF TEACHERS

Kindergarten	315
Elementary	3684
High School	1832
Total	5831

This shows an increase of 812 teachers and instructors over the year 1921-22.

As to the value of school property as enumerated in the auditor's annual statement for the past year the following figures were given:

Elementary: Land, $5,414,989; buildings, $15,707,347; equipment, $2,050,524; total, $23,172,861.

High School: Land, $2,529,314; buildings, $8,077,241; equipment, $1,639,950; total, $12,246,506.

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State University

THE great institutions of higher learning in Los Angeles and vicinity are the University of California, Southern Branch, University of Southern California, and Occidental College, all within the city limits; the California Institute of Technology in Pasadena, and Pomona College, located at Claremont.

The University of California, Southern Branch, is an integral part of the University of California, located at Berkeley. One Board of Regents is responsible for the entire university and the same standards are maintained throughout.

The work of the Southern Branch is organized under two colleges: The Teachers' College and the College of Letters and Science. The Teachers' College is established for the specific purpose of training students for teaching in the kindergarten, elementary and junior high schools, and in the special fields of art, commerce, home economics, mechanical arts, music and physical education. The degree of bachelor of education is granted upon the completion of the four-year curriculum in any of these branches. The enrollment in this college is 1940 students.

The College of Letters and Science has for its scope the training of men and women for better living. For the achievement of this aim, courses are offered in the departments of biology, chemistry, classical languages, commerce, English, geography, geology and meteorology, German, history, mathematics, philosophy and psychology, physics, political science, and romanic languages. Realizing the great need in this college, the Board of Regents in 1923 extended the work in letters and science to include the third year. This has increased the enrollment so that at present the mark has reached 2104 students.

In addition to these two departments, the University of California maintains a summer session at the Southern Branch which enrolled 3300 students during the summer of 1923, and the extension division of the Southern Branch which last year furnished instruction to 3217 students.

Including the Teachers' College, the College of Letters and Science, summer session and the extension division a total enrollment of 10,557 students was reached.

In order to provide necessary facilities, the Board of Regents is at present contemplating the purchase of fifteen acres of land immediately south of the present site of the university, as an addition to the campus. This, as well as the buildings which it is hoped that the State will soon provide, has been needed badly as the present accommodations are for a student body not to exceed 3000 students.

• • •

Southern California

THE University of Southern California, one of the oldest institutions of higher learning in the southern part of the State, has grown to be the largest institution of its kind—in number of students—in the Southwest. Since its founding forty-three years ago it has experienced a remarkable growth in enrollment and educational advantages and equipment. Those in charge of the institution are planning for further expansion of facilities and educational opportunities.

From a college of arts with four students in 1880, the University of Southern California has grown to an institution comprising ten colleges with a total enrollment of more than 9000 students. Enrollment records for the schools of Liberal Arts, Law, Dentistry, Music, Pharmacy, Speech, Education, Theology, Commerce and the Extension Division were all broken during the first semester of the current school year. The official announcement of the Dental Educational Council of America that the University of Southern California School of Dentistry had been ranked in Class "A" colleges of the country brought a record number of students to that department during the past year inasmuch as it is the only Class "A" dental college on the Pacific Coast.

The establishment of the university in Los Angeles has brought to it educational influences and advantages surpassed by no other institution of learning in the West. The campus is in close proximity to Exposition Park, where the State Building, containing exhibits of virtually all of the mineral and vegetable products of the State, and the Museum of History, Science and Art, containing the valuable collections of the Historical Society of Southern California, of the Academy of Sciences, of the Cooper Ornithological Society, of the Fine Arts League of Los Angeles, and of numerous private collections, are all open to students of the university.

Under the guidance of Dr. R. B. von KleinSmid, president of the university, a program of reorganization and expansion is being consummated and an outline of plans for the future includes a great conservatory of music for which Los Angeles is eminently fitted. It is the plan of Dr. Von KleinSmid to make Los Angeles a world center of music.

At present the university draws students from twenty different foreign countries and from every State in the Union. Southern California comprises an area which has more high school students in proportion to its population than any other section of the country, and with this in view the University of Southern California has planned and is carrying out a program of growth and expansion which is expected to place it second to no other institution of its kind in the country.

• • •

Occidental College

OCCIDENTAL COLLEGE, founded and fostered by the Presbyterian Church but without sectarian impulses, is also located within the city limits of Los Angeles. Its campus comprises 100 acres and today it has a student body of more than 500. Its buildings, all erected since 1914, are valued at approximately $600,000 and its equipment at approximately $75,000.

At present the institution has an actual endowment of $398,834 and in addition pledges totaling $117,569. Its buildings and campus are in beauty an adornment to the city and so planned and erected that in efficiency they stand second to none in the country.

For its academic scope, Occidental College has the field of liberal arts. It is a co-educational institution and its student body is divided about equally between men and women. The faculty is composed of men and women eminently equipped for their work, who attempt through their contact with the students to awaken ambition as well as impart knowledge.

At the head of the institution is Dr. Remsen D. Bird, known as the youngest college president in the United States and one of the outstanding educators of the country. Under his guidance the institution is rapidly becoming known as one of the most efficient and remarkable of colleges devoted to the teaching of the art of living.

• • •

Institute of Technology

THE California Institute of Technology, located in Pasadena, offers four-year undergraduate courses in civil, electrical, mechanical and chemical engineering, in engineering and economics, in physics, in physics and engineering, and in chemistry; and affords exceptional opportunities for graduate work in physics, mathematics and chemistry, under a staff composed of men of international reputation in these fields.

In its undergraduate work the institute lays especial stress on the fundamental sciences, mathematics, physics and chemistry, upon which all engineering work is based. It also includes in its curriculum cultural subjects, such as English and history, to a greater extent than is usual in technical schools. The purpose in thus laying emphasis on the fundamental sciences and on general cultural subjects is to give a training which shall fit men for a high grade of professional work and for leadership as men of affairs, as well.

In the recent development of the institute, extensive provision has been made for research in physics and chemistry, and the spirit of research is fostered, not only in the graduate work, but in the undergraduate courses, with a view to the development of creative engineers and scientists.

The institute has an attendance of about 550 students and has definitely limited its numbers with a view to greater thoroughness of instruction and a higher quality of work. Included among the graduate research workers at the institute this year are not only representatives of colleges and universities in all sections of the United States, and of the University of Saskatchewan and Queen's University in Canada, but also men from educational institutions in Poland, Sweden, Belgium, Russia and England.

As has recently been stated by Dr. Robert A. Millikan, director of the Norman Bridge Laboratory of Physics of the institute and chairman of its executive council: "The present institute is a substantial step toward the realization of the ideal not very common in American educational institu-

(CONTINUED ON PAGE FIFTEEN)

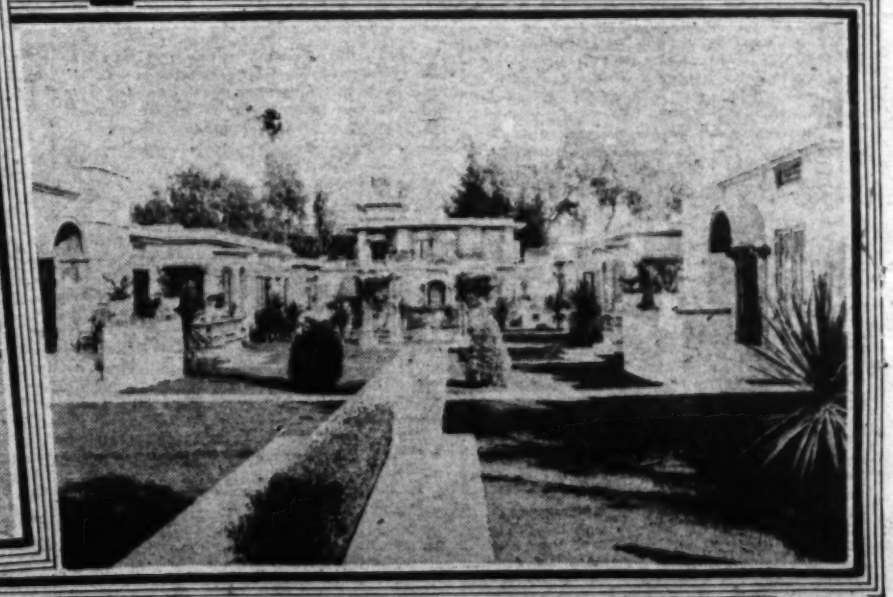
PROMINENT PUBLIC OFFICIALS

Glimpses of Southern California Homes and Gardens

Awnings useful and ornamental...

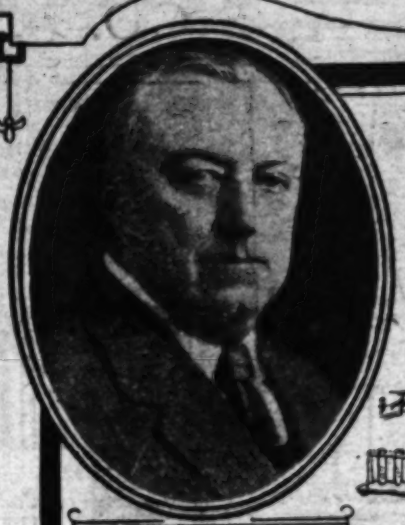
Porch of the Huntington residence in San Marino... ...

from Gillespie Villa, Montecito



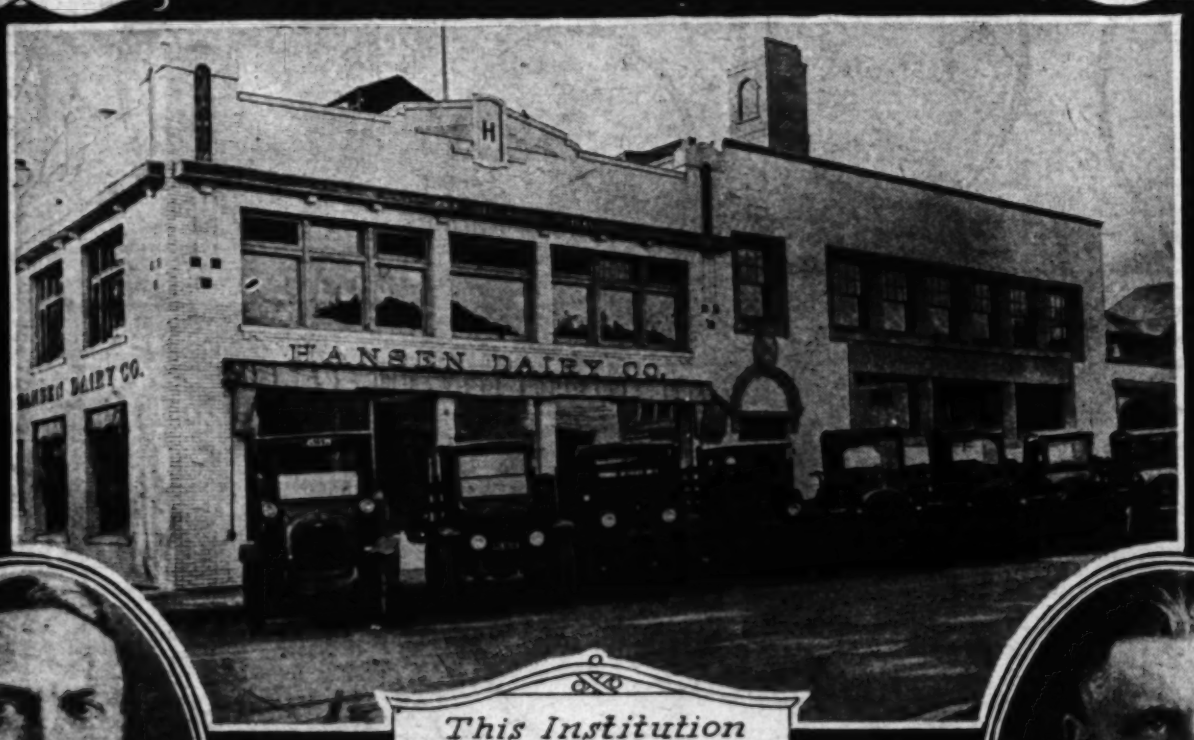
The Davis bungalow court, Pasadena

HANSEN DAIRY COMPANY



L.S. Blenkiron

C.F. Nowlin



O.W. Strodthoff
Manager

This Institution handles milk entirely by gravity

J.W. Jagd
Assistant Manager

IT IS a well-established fact that the United States leads all civilized countries in its unrelenting fight against filth and disease and the City of Los Angeles through its city ordinances governing the production and distribution of milk and cream is recognized as enforcing the most exacting conditions upon the dairy industry. Therefore, it is by no means a false statement when the claim is made that Los Angeles enjoys the best milk of any city in the world.

With a capacity in excess of 100,000 pounds of milk daily, the plant of the Hansen Dairy Company in Wall street is one of the largest distributors of milk in Southern California. Hansen Dairy milk is distributed to the homes of Los Angeles entirely through the grocery trade and it has always been the policy of the company to deliver a quality of milk and cream that is as good as any retail milk and better than most—always, a "Safe Milk for Children."

Milk at the Hansen Dairy plant is handled entirely by gravity, which officials contend is the very last word in the proper handling of the product.

THEY THOUGHT CALIFORNIA AN ISLAND

Spanish Officials and Explorers Would Not Be Convinced and Kept Up Search for "Strait of Anian"

THE coast of California was explored from the tip of the lower peninsula to about the present Oregon line in 1542. Settlement did not begin until more than two centuries later. What happened in the interim?

Spain, at about the time America was discovered, had become an important industrial nation through the varied enterprises of the Moriscos, the Christianized Moors. It was more essential for Spain to find practical trade routes to the East Indies, China and Japan, than to colonize new provinces. To this national motive is to be attributed the zeal and intrepidity of Spanish explorers and navigators in seeking the East by voyaging west. It also accounts for the lack of interest shown by the Spanish conquerers of the New World in lands that were raw and undeveloped, in all of the new continent despite its latent richness with the exception of the semicivilized kingdoms of Mexico and Peru.

After the new land upset the calculations of Columbus, the Spanish explorers still clung to the fond fancy that America was a group of islands through which there was a strait in the north, bearing the name of Anian, similar to that found by Magellan in the south. This strait, if found, would open a direct route to the Orient for the convenience of commerce.

In 1530 Ulloa explored the Gulf of California to the mouth of the Colorado River, proving that California was not an island. But his report was not accepted. Cabrillo, in 1542, sailed up the coast of Lower California to the discovery of the California that is now a part of the United States. He anchored in San Diego Bay, also possibly landed at San Pedro, now Los Angeles Harbor. The island of San Miguel afforded attractive anchorage from the autumn storms. But while there Cabrillo had the misfortune to fall and break his arm near the shoulder. He died there Jan. 3, 1543, and the command devolved upon Ferrelo, whom Cabrillo urged with his dying breath to carry on the work of discovery. This Ferrelo did, exploring the coast carefully as far north as 42 deg., or about the present Oregon line. But for some reason, possibly fogs or storm, he missed the Bay of San Francisco.

California was reported by this expedition to be a country of beautiful vegetation and inhabited by Indians who kept track of the movements of the ship by great signal fires. Snow-covered sierras were seen, and the northern part of the coast was described as "very bold with mountains that rise to the sky, and against which the sea beats, and which appear as if they would fall upon the ships." The expedition did not find Anian and accomplished nothing of practical value to the Spaniards.

The settlements of Spaniards in Mexico had by this time opened trade relations with the Orient, and the greatest immediate needs were the charting of routes and the establishing of refitting stations on islands reported to lie nine days to the eastward of Japan. These islands were also said to be rich in gold, silver and silks.

Unamuno, a navigator of Macao, was sent in 1587 to find the islands of Rica de Oro and Rica de Plata. Upon his return he reported them as nonexistent but had considerable to tell about a broad bay up the coast of California, upon the heights above which three pine trees stood out boldly as a landmark. In all probability this was Monterey Bay, but the viceroy to whom the report was made, disappointed at the failure to find the islands, made nothing of the enthusiastically described bay.

Meanwhile, piratical expeditions of Francis Drake and Cavendish, two English seamen who preyed upon the Spanish galleons, bearing riches from China, made Spain uneasy lest the Straits of Anian should be discovered by the English. Drake, about 1580, overhauled his ship in a bay of the California coast. But it was not until 1602 that Vizcaino was sent northward with four vessels with the two-fold purpose of establishing Spanish sovereignty in California and of finding Anian. Vizcaino and the friars accompanying him named islands and points along the coast, finally coming to anchor in the Point of Pines bay, which they named Monterey after the viceroy. Illness and trouble compelled the expedition to return to Mexico without having accomplished either of its purposes. Four years later an order was received from Philip III to send Vizcaino out again with the definite object of "making a settlement at the said Puerto de Monterey" so that the galleons could touch at that port.

Before this could be carried out attention was again directed to the islands "placed midway the Pacific like an inn" as the most advantageous port of call for the galleon. So Vizcaino was sent to the Orient instead of to Monterey.

Then Mexican energy and money was turned toward establishing a settlement at La Paz, from which it might be determined whether Anian could be reached through the Sea of California, it being believed, in spite of Ulloa's early voyage, that California was an island separated from Mexico and the mainland to the north by a sea. The famous city of Quivira also beckoned from that mysterious interior.

But a change in international relations had also taken place. The enmity between Spain and England was quieting down. In 1604 the Constable of Castile negotiated a treaty with James I by which English ships were not to be permitted to trade in the Indies. So the settlement of California could be postponed. For 150 years this paradise slumbered in complete neglect. Once each year the Spanish galleon sailing between Mexico and the Orient sighted the lonely coast. But this was merely the signal to tack southward, and California knew not the contact of the civilized world.

SCHOOLS AND COLLEGES

(Continued from page 13)

tions, an ideal not of large growth in numbers, nor of extension of the field of study over a large range of subjects, but rather the ideal of doing work of superlative quality in the chosen and relatively limited field of the institute's activities; the cultivation of the mathematical and physical sciences and their application."

Pursuant to the plan of creating an institution of the highest quality and making of it a scientific center of the first importance, a number of men of world-wide reputation have been brought into its staff. In 1921 Dr. Robert A. Millikan, for many years professor of physics at the University of Chicago and a physicist whose work is known throughout the world, resigned his position at the University of Chicago to become director of the new Norman Bridge Laboratory of Physics at the institute and chairman of the executive council. In the latter capacity he is virtually the institute's executive head. Dr. Arthur A. Noyes, formerly professor of physical chemistry at the Massachusetts Institute of Technology, is director of the Gates Chemical Laboratory and head of the department of chemistry. Associated with these two are: Dr. Harry Bateman, in the field of mathematics, theoretical physics and aeronautics; Dr. Paul S. Epstein, professor of theoretical physics, who comes from the universities of Moscow, Munich, Zurich and Leiden; and Dr. Richard C. Tolman, who resigned the position of director of the government's fixed nitrogen research laboratory in Washington, D. C., to become professor of mathematical physics and physical chemistry at the institute.

During the year 1922-23, Dr. Charles G. Darwin of Cambridge, Eng., grandson of Charles Darwin and ranking high among British physicists, was a member of the staff, and Dr. Paul Ehrenfest of the University of Leiden, a physicist of world-wide reputation, is on the staff for the year 1923-24. During the third term of the current year, Alfred Noyes, the distinguished English poet, will be a member of the staff of the institute.

On March 1, 1923, an announcement was made that Mr. Arthur H. Fleming of Pasadena, for many years president of the Board of Trustees of the California Institute of Technology and its chief financial supporter, had recently given to the institute his fortune of $4,200,000 as a permanent endowment fund. This gift, with Mr. Fleming's previous donations to the institute, made a total of over $5,000,000.

An extensive building program at the institute began with the erection in 1917 of the Gates Chemical Laboratory, which provided the most modern facilities for research and instruction in chemistry.

The Norman Bridge Laboratory of Physics was built in 1921 at a cost of $250,000 and an annex to this building, now nearly completed, will house the Norman Bridge Library of Physics. Dr. Bridge has also provided for the erection of a further extension to the Norman Bridge Laboratory, which will more than duplicate its present capacity, and construction of this third unit of the Bridge Laboratory is now well under way.

A beautiful auditorium was erected on the campus in 1921.

There has also just been completed a high-voltage research laboratory. Provision for this laboratory was made by the Southern Edison Company. It is a companion building in architectural style and in location on the campus to the Norman Bridge Laboratory of Physics, and it will house a 1,000,000-volt transformer. This laboratory will be used jointly for experimental and research work by the staffs of the Southern California Edison Company and of the institute.

The institute is beautifully situated on a campus of thirty acres in Pasadena. Its buildings are of Spanish architecture. The campus plan, which has been adopted by the trustees, and the recently erected buildings have been designed by Bertram G. Goodhue of New York.

The recent rapid growth and development of the institute, which have been so widely noticed, give promise of its becoming one of the leading scientific institutions in the world.

* * *

Pomona College

POMONA COLLEGE, located at Claremont, thirty-eight miles from Los Angeles, this year celebrated the thirty-sixth anniversary of its founding. The first class to be graduated from the institution numbered eleven. The class of 1923 was comprised of 146 men and women, in addition to which fourteen were granted their master's degree for advanced work.

The registration for the current year is 872, of which ninety-one are graduates or special students. It has become necessary to limit the academic enrollment of the college to about 750. This year the institution was compelled to refuse admission to nearly 600 students. The faculty consists of a group of seventy men and women of unusually high scholastic attainments.

The past year has been a period of material progress. Four new buildings have been added to the campus, representing a total expenditure of about $600,000. New departments of service have also been added and under the Department of Religious Education extension work has been inaugurated. Through special members of the faculty, the college aims to contribute to the particular horticultural interests of Southern California, and this year Dr. William Newton is giving his attention particularly to studies connected with the citrus industry. The college also maintains an arrangement with Harvard University by which every year they have the services of some distinguished member of the Harvard faculty.

Because of the remarkable growth of the institution, it is the belief of the president, Dr. James A. Blaisdell, the Board of Trustees, and friends of the college, that the time has come when Pomona College should ask for larger financial resources, which it needs, and, with this in view, the institution is now preparing to launch a campaign to raise a sum of $3,000,000, of which $2,000,000 will go into the permanent endowment fund. The balance will be devoted largely to the erection of new buildings needed to properly care for the student body and the growing work of the institution.

* * *

Private Schools

A COMPREHENSIVE discussion and description of the private schools of Los Angeles and vicinity cannot be made within the space limits of this article. However, in justice to the efforts of the men and women of the Southland who have helped to develop these schools, it is well to state that without the splendid private schools of Southern California, present-day educational standards in this vicinity could not have been attained.

More than 100 of these schools are located within or a short distance away from Los Angeles. Many of them are nationally known and renowned for their splendid facilities, and draw students from all over the country. Many specialize in the teaching of the arts, trades and business courses, while others devote their energies to the training of youth, especially boys. Several so-called military academies are located in Los Angeles and have many hundred students.

Commercial and business training is taught in many day and night private schools in Los Angeles and contribute greatly to the business needs of the great metropolis. There are several well-known girls' schools in the city and all are noted for the character of their training. The private schools of the city have advanced and are progressing with the same steady stride as the public schools of the city and the institutions of higher learning in the Southland.

MEXICO

(Continued from Page 9)

all over the world for the best buy for the money; they are light, but well made, and the price, plus the service, just suits the Mexican rancher. The German, therefore, fashions his stuff after the American and since the mark has been so much a bushel basket full, he has been able to offer cut throat prices.

The sales of machinery are very important in considering the Mexican trade, as a whole. Every Mexican city of any size has an American agency, usually run by an American. If the Mexican ranchman—and he is the backbone of Mexican industry—has confidence in American dealers and in American machines that confidence is going to be translated into other lines. These same towns have German machinery agencies and hardware stores. All over Mexico you see that competition between American and German.

Even if the German gets his Ruhr shops back, there will have been thousands of American machines, pumps, plows, what not, sold and the demand for parts will be great, and best of all the native will become accustomed to American machinery. He will have learned he always can get the parts for them.

In Mexico the American has a good name for two classes of merchandise. One is things made of steel—machines, hardware, typewriters, revolvers, safety razors, etc. The other is shoes. British shoes are good, but must be sold too high. The American medium-priced shoe fits the bill; it is well made and has style and the native likes it.

The American is learning rapidly the tricks of the trade; manufacturers are listening more and more to what their local agents say about local eccentricities. This is in spite of the common opinion that the American was pigheaded about giving the Latin American what he wants. He was and still is, to a large extent, but he is getting wise.

The British and German excel in cloth goods, although there is a great deal of American clothing and haberdashery of advertised brands sold in the republic. But everywhere one sees European goods, stuff of Egyptian cotton and woolens from England and Germany. While the Ruhr has shut off German steel products, it has not affected the German dye industry, which is in another part of the country. The duty is such that the English can introduce their excellent leather goods, saddlery and baggage and they sell great quantities of it. English goods are found in most of the better-grade haberdashery shops. Here the American finds real competition, for much shoddy American goods have given us a black eye, but the better grades of stuff made in the States will be able to compete in time in the highest-grade lines. It already seems to dominate in the medium and low-grade lines.

CALIFORNIA PARADISE

(Continued from page 11)

Francisco, which had been missed by all the navigators.

Many of the sick had died at San Diego, the men were discouraged and the loss of the San Jose left the supplies low. Portola figured that the stores would see them through not later than March 20, and that if the boat did not return from Mexico by that date the little band would have to abandon California.

Happily the boat returned barely in time, and Father Serra, who still believed in the existence of Monterey Bay, urged a second expedition both by land and sea. This time the bay was recognized. An altar was erected on the beach, Father Serra blessed a great cross, and the standards of Castile and Leon were unfurled in token of the permanent occupation of California.

Then began the establishment of missions in attractive valleys up and down the coast.

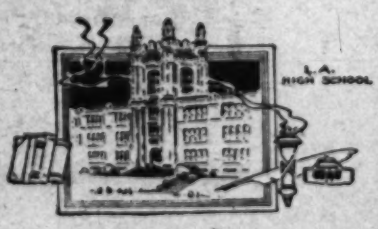
An Aviation Center

Just as certain as aerial navigation is destined to become the great means of transportation, Los Angeles is predicted to become the aerial capital of the United States, for, according to scientists, this region has the best flying weather in the world, there being more hours of safe flying here per year than in any other known region. There are 360 days when aviators may operate their planes in safety. Configuration of the land, with mountain ranges breaking up any sweep of heavy winds prevent formation of local storms, such as thunderstorms and tornadoes. Officers of the air service say air conditions are perfectly charted here to 108,000 feet, a trifle over twenty miles, the highest altitude ever attained above the earth's surface.

A commercial airline, under these conditions, has been operating from Los Angeles Harbor to Avalon for two years without accident. The government has spent $100,000,000 at San Diego on Army and Navy air stations. The best-equipped and greatest flying fields on the continent are located near Los Angeles at Ross Field and Clover Field.

Helping Worthy Causes

Toy sales for the benefit of worthy causes, such as the Red Cross and the needy, are held each holiday season by Los Angeles school children, and the toys are the work of their own clever hands. Dolls, mechanical toys, wooden novelties and woven articles are included in the thousands of things made by the youngsters.



HANSEN DAIRY COMPANY

Advertisements---Business Announcements, Enterprises, Real Estate, Commerce.

[Under this general heading appear on this and succeeding pages of the Midwinter Number various authorized business announcements, together with descriptions of industrial and building enterprises, the nature and responsibility for which are shown in the notices themselves.]

W. J. SAUNDERS—ARCHITECT

W. J. Saunders made a study of insurance engineering in connection with the architectural structures designed in his office, and erected in Los Angeles, under his supervision.

Los Angeles has many large warehouse buildings and industrial buildings designed by Mr. Saunders, which have simple lines, rigid economy of construction and the lowest insurance rate obtainable for the class of structure and the money expended.

Warehouses and factories designed in his office are usually of reinforced concrete or of heavy type, Slow Burning Mill Construction.

Some of the large concrete warehouses now enjoying the benefit of low rates of insurance are: The Santa Fe Warehouse, The California Warehouse, The H. G. Chaffee Grocery Warehouse, The United Wholesale Grocery Warehouse and the United States Customs Appraisal Building.

Some of the Heavy Type Mill Buildings of Slow Burning Type are: Barker Brothers' Warehouse for Furniture Storage, The Pacific Desk Company (Furniture Storage,) The Braun Corporation Manufacturing Plant, The General Electric Company Storage Warehouse and The West Coast Knitting Mill.

Lately Mr. Saunders has also made a study of economy in lighting industrial plants with natural light, especially the penetration of light in vertical and inclined sash.

The Concrete Loft Building for M. E. Normandin's Light Manufacturing at 2715 S. Main street and the seven-story concrete building at 820 S. Main street are examples of this type.

Concrete structures for Public Housing and Domestic Uses were also designed in this office. The Hotel Northern and the Blackstone Apartments being among the buildings of this type.

CALIFORNIA FIREPROOF DOOR COMPANY

Realizing that the very best insurance is found in fireproof construction architects and contractors long ago discovered the merits of drawn metal doors in all better class construction work. Builders generally know that the drawn metal doors of the California Fireproof Door Company are absolutely essential to all sound fireproof construction.

This company is one of the leading manufacturing institutions of drawn metal doors on the Pacific Coast. While its dealings are largely with architects and contractors, anyone interested in Class A, fireproof construction should never fail to thoroughly inspect its product on display at 1931 South Los Angeles street.

Practically speaking all of the larger newer buildings in Los Angeles are equipped with this company's doors. Among the long list might be mentioned the Pacific Mutual Building at Sixth and Grand avenue, the Pacific Finance Building at Sixth and Olive, the Los Angeles Railway Building, the Edison Building, the Orpheum Theater, the Pantages Theater and Loew's Theater.

Inspection of almost any Class A building in Los Angeles today under construction will give opportunity to witness the product of this company being installed.

BRESEE BROTHERS

Having well-appointed facilities in all departments, thus assuring their patrons complete satisfaction at moderate charges, Bresee Brothers, Undertakers, is one of the oldest and best-known firms in Los Angeles. The institution has been in business continuously since 1892. The present location is No. 855 South Figueroa street. Directors of the firm include Ernest H. Bresee, P. W. Bresee and M. A. Bresee.

Constantly studying and incorporating in their service every advancement in methods for rendering mortuary assistance, the directors have established their splendid reputation and have attained the highest confidence among those they serve.

THE A. I. ROOT CO.

The A. I. Root Company plant, headquarters for everything needed by the beekeeper, was established in Los Angeles ten years ago as a branch of the parent company, in Ohio, which has manufactured beekeepers' supplies for more than fifty years. Two years ago the Los Angeles company was taken over by two members of the parent company who moved to California for that purpose. The directors and officers of the company are now all Los Angeles men.

In the past two years the factory at 1824 East Fifteenth street has been reorganized, a complete automatic honey-bottling plant has been installed, and the company and its products have won many new friends among the beekeepers of all the Pacific and Rocky Mountain States and even in the distant islands of the Pacific. It is the purpose of the company to offer their patrons the best beehives, honey extractors, etc., that can be made and to furnish everything that a beekeeper needs, whether he numbers his colonies of bees by the hundreds or has only a few hives of bees for recreation and possible profit. Beekeepers who have once used their famous Airco comb foundation know that no better foundation was ever put upon the market.

The company is also prepared to handle beeswax and honey in large or small amounts, knowing that the marketing of his crops is not the least of the beekeeper's problems.

The A. I. Root Company has a subsidiary office and warehouse in San Francisco at 52 Main street, which is also prepared to look after all of the beekeeper's needs.

WEST COAST GLASS COMPANY

Established in 1918 the West Coast Glass Company is the largest exclusive milk bottle manufacturing institution on the Pacific Coast. The daily output is in excess of 30,000 bottles and the territory served extends from Santa Barbara on the North to the Mexican line on the South. The plant buildings cover three and one-half acres in the Industrial District of Greater Los Angeles in Vernon on Slauson avenue near Boyle.

This plant is equipped with abundant storage facilities and bottles can be held for quick delivery at all times.

Since organization the West Coast Glass Company has been managed by Mr. William Carter, Jr., who has brought the operations to a point where 100,000 square feet of floor and yardage space is needed to take care of the annual output. Tanks and machinery are constantly improved to take care of the rapidly increasing business of Southern California's creamery industry.

PIERCE BROS. & COMPANY

The modern mortician has kept abreast of the advancement of archaeologists who made remarkable discoveries as to the importance of funeral customs among the ancients. The faith and art of a by-gone age have been enshrined for centuries in tombs of Crete. Ancient marbles in Athenian burial grounds show surpassing beauty and depth of feeling. The assistance of the mortician of today is called for at a time requiring the finest quality of service and the very highest sense of courtesy and consideration. To meet all the requirements Pierce Bros. & Company are now located in their specially built new home in Washington Boulevard at Bonsallo.

The company includes William H. Pierce, Fred E. Pierce, Frank I. Wheat and Charles C. Pierce and represents a group of men of long standing and entertaining the highest ideals of their calling.

J. C. HUGGINS CO. *Inc.*

DURING the past sixteen years of business in Los Angeles, two of the contributing factors to the splendid success of the J. C. Huggins Company, Incorporated, have been highest quality goods and unexcelled service. The company is a closed corporation, its officers being Mr. George D. Drake, president and treasurer, and Mr. Charles Kraft, vice-president and secretary. The present owners purchased the interests of J. C. Huggins in the fall of 1911, four years after the institution was established in small quarters at 364 East Third street. Two years after the purchase of Mr. Huggins's interests, the company moved into larger quarters at 1004 Santee street, where it remained until October of last year when continued expansion forced Messrs. Drake and Kraft to purchase the property at Nos. 1115-1117 Santee street. Here the company is now housed in its new three-story, fireproof, class-A constructed home, covering ground space of 50x150 feet.

Selling strictly to the wholesale trade, the majority of the company's trade is with restaurants and hotels of Los Angeles and adjacent territory. The company is at present doing the largest business in its line of any similar institution on the Pacific Coast.

The J. C. Huggins Company, Incorporated, roasts and jobs high-grade coffees, teas, spices and extracts, besides manufacturing "Angelus Brand" baking powder. The plant of the company is equipped with the latest coffee-roasting and grinding mills. Territory served by the company includes all of Southern California and as far northward as Bakersfield.

The Gasoline That Gives You a Lightning-like Quick Start

Radio Gasoline fires with the first spark—it sends your motor on its way, purring with a smooth flow of power—it makes cold weather driving a real treat.

No sputtering and jerking—no wear and tear on bearings, to say nothing of the discomfort to you.

Fill the tank with Radio and let 'er blow to zero—your car will always start like lightning.

Sold by Independent Service Stations who give their customers the best that the market affords. Look for the Radio Emblem.

Fellows Gasoline Company
561 I. W. Hellman Bldg.
Los Angeles
Phone Bdwy. 2981

Good Printing Requires

Fred'k H. Levey Co.'s Brilliant Printing Inks

The Better Printers Demand Them

GEO. RUSSELL REED CO.

EXCLUSIVE PACIFIC COAST AGENT

431 East Pico Street - - Los Angeles, Cal.

SEATTLE Maratime Bldg. | SAN FRANCISCO 341 Clay Street | PORTLAND 309 Worcester Bldg.

LOS ANGELES

Center of Work World's Busiest City and Harbor.

CEASELESS activity in every line of constructive endeavor characterizes this dynamic metropolis, whose manufactures alone have a yearly value of $1,250,000,000 and are making tremendous increase. The port leads all in oil and lumber and its growth is without parallel in history. The multitudinous enterprises to which our energy is applied, and upon which our perpetual prosperity is based, are illustrated in this comprehensive drawing by Artist Charles Hamilton Owens. Half an hour's perusal of it will afford insight to our manifold avenues of development and sources of wealth.

Los Angeles Times

Annual Midwinter Number

Part II — January 1st 1924. — Price 15 cents

Los Angeles BILTMORE

BEAUTY, GRACE, PROPORTION, HOSPITALITY, COMFORT—in all of these the Los Angeles Biltmore is distinguished.

And, likewise, the city itself is distinguished by this fine hotel, which is of and for Los Angeles and her guests.

Its exterior beauty, fronting on Pershing Square, the rich, quiet lobby, the palatial main dining room, the spacious Galeria Real, which has become a famous promenade, the thousand home-like rooms, each individual in its restful appeal—these are but a few of the features which the casual observer will note.

With the Los Angeles Biltmore this great city becomes more than ever a gathering place of the smart people of the world.

Downtown, near every phase of the city's life, the Biltmore is quietly devoted to the exacting service of the citizens and guests of Los Angeles.

JOHN MCENTEE BOWMAN, *President*
JAMES WOODS, *Vice-President and Managing Director*
CHARLES BAAD, *Manager*

New High Building Mark Set by the Southwest

Third of a Billion Dollars Expended in Construction With Los Angeles City Leading the Way

BY R. G. LEAF

SOUTHERN CALIFORNIA, which for three years has stood forth as one of the brightest spots on the economic map of the nation, came through the year 1923 with her position as one of the most prosperous sections of the country unchallenged. The building record of the past year, a barometer of wealth and growth, reached the highest point in the history of the territory, and established a record which is probably without parallel in any district of equal area and population in the United States.

A conservative estimate of building operations in Southern California, the territory extending from Fresno southward to the Mexican border, and from the mountain ranges on the east to the Pacific Ocean, places the figure at $350,000,000, an increase of $100,000,000 over the twelve months of 1922, which hitherto held the record as the greatest year in building activity in the history of Southern California. Many communities doubled their previous record; Los Angeles showed a gain of approximately 67 per cent, and there were few cities in the Southwest which failed to show a very substantial increase.

More than half of this tremendous building total is represented by activity within the corporate limits of the city of Los Angeles, which closed the year, the largest in its history by a very liberal margin, with a total of nearly $200,000,000. Up to and including November 30, new buildings to the value of $179,000,000 had been erected, and officials of the building department estimated that December would run between $15,000,000 and $20,000,000, bringing the year's record to a point above $195,000,000 The first day of December, Saturday and a half holiday, saw permits to the value of $5,000,000 issued, one of the largest single days in the history of the building department.

In the first eleven months of 1923 there were 57,827 permits issued by the Los Angeles building department, these permits carrying a total valuation of $179,374,987. During the corresponding months of the preceding year there were 42,784 permits, carrying a valuation of $112,251,190, issued, giving the year just closed an increase, during the eleven-month period, of 14,043 in number of permits, and a gain of $67,123,797 in valuation.

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Magnitude of Operations

AN IDEA of the magnitude of building operations in Los Angeles can be gleaned from the fact that, if all of the new structures for which permits were issued during the year were placed side by side, they would line both sides of a street extending from Los Angeles southward to the Mexican border, a distance of approximately 125 miles. New buildings erected during the year had a total frontage of 1,297,928 feet, or approximately 250 miles. These buildings, placed side by side, along the State highway, would extend more than half way to San Francisco.

That the year 1923 was destined to set a new high mark in building operations was indicated by the total for the first month; during this thirty-one-day period there were more than 4600 permits issued, carrying a valuation of $11,258,517, the highest record for the opening month of the year in the city's history. January of 1923 closed with a total of $7,975,168, while the total for the same month of 1921 was $3,301,714.

February showed an appreciable gain over the initial month, with a total of more than $12,000,000, and building activity during the ensuing months gained steadily in volume. March and August were the two outstanding months of the year in building volume the former establishing a record of $21,196,087 and the latter closing with a total of $22,249,262, the high record for a single month's operations in the history of the city. The month-to-month average throughout the year was slightly better than $16,000,000.

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Los Angeles Leads

ON THE Pacific Coast Los Angeles has stood out pre-eminently as the leading city in construction activity; no other community in the West has threatened the supremacy of Los Angeles on this point. A compilation of building activity in California and Arizona for the first nine months of the year for both Arizona and California shows that the record for the city of Los Angeles alone was nearly half of the combined total for the two States.

Almost without exception Los Angeles, from month to month, has ranked third among the large cities of the country in volume of building. During the first three months of the year Los Angeles was outranked only by New York and Chicago, in the order named. In April Philadelphia edged Los Angeles out of third place by a narrow margin, but in May the city was again in the lists with New York and Chicago, and for the remainder of the year this position was maintained.

An analysis of the report of the building department, classified according to use, shows that housing operations, which include the construction of single and double dwellings, flats and apartment-houses, were an important factor in the year's operations. It is computed, from this report, that a new dwelling was started on an average of every three minutes of the eight-hour day during every working day of the year.

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Many Apartment-houses

FOR apartment-houses, ranging in size from two-story structures to height-limit buildings, approximately $27,000,000 was spent by investors. More than 700 of these structures were erected during the year. Nearly 25,000 single and double family dwellings, representing an investment of about $75,000,000, were built within the city limits of Los Angeles in 1923. Through these operations, it is estimated, accommodations were provided for more than 40,000 families. The construction of dwellings of all types represented about 40 per cent of the volume of building activity and more than 50 per cent of the total valuation.

Mercantile buildings, including office and loft buildings, stores and structures of similar nature, ranked second in volume. More than 800 of these buildings, involving an expenditure of about $20,000,000, were started during the past year.

That the large school building program, inaugurated three years ago, was continued during the past year is evidenced by the fact that permits were issued for 130 new school buildings, to cost more than $6,500,000.

The industrial expansion of Los Angeles, an outstanding feature of the year's record, is reflected in the construction of new factory and industrial buildings. In the twelvemonth period permits were issued for more than 400 buildings of this type, these permits calling for an expenditure of $8,000,000.

More than sixty hotels, involving an expenditure of well over $5,000,000, were built during the year, and nearly $7,000,000 worth of public and private garages were erected. Warehouses, which are not included in the industrial classification, numbered over 130, with a valuation of about $3,500,000.

The growth of Los Angeles Harbor and the improvement of harbor facilities are shown by the fact that seventeen wharves, involving an expenditure of $1,500,000, were built during the year by the harbor department. Miscellaneous items, including eleven hospitals, costing $250,000; thirty-five motion-picture studios, costing $205,000; sixty-four public buildings, costing $2,501,355, contribute toward the $195,000,000 total for the year.

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Record of Permits

THE growth of Los Angeles and the increase in building activity, particularly during the past five years, when the most marked forward strides were made, are shown in the following table, which gives a record of the number and value of permits issued from 1894, when the building department was organized, to the present time:

Year	Permits		Valuation
1894.....	1,400	(Estimated)	$ 2,398,607
1895.....	2000	(Estimated)	4,033,496
1896.....	1,500	(Estimated)	2,622,228
1897.....	1,400	(Estimated)	2,584,575
1898.....	1,500	(Estimated)	2,282,005
1899.....	1,709		2,345,792
1900.....	1,922		2,519,261
1901.....	2,826		4,376,916
1902.....	4,962		9,603,132
1903.....	6,295		12,946,238
1904.....	7,089		13,409,062
1905.....	9,543		15,282,057
1906.....	9,072		18,158,520
1907.....	7,599		13,204,696
1908.....	7,371		9,931,377
1909.....	8,571		13,260,703
1910.....	10,738		21,684,100
1911.....	12,498		23,004,185
1912.....	16,455		31,267,995
1913.....	16,442		31,641,921
1914.....	9,979		17,261,925
1915.....	7,845		11,838,662
1916.....	7,565		15,036,045
1917.....	6,099		14,922,082
1918.....	6,381		8,678,862
1919.....	13,344		28,253,619
1920.....	25,555		60,023,600
1921.....	37,206		82,761,336
1922.....	47,397		121,306,787
*1923.....	62,000		195,000,000
	354,864		$794,001,094

*Last month estimated.

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Long Beach

TWENTY-FIVE million dollars in new buildings during the year 1923 is the record established by Long Beach, which, next to Los Angeles, was the center of the greatest building program of any one community in the Southwest. Long Beach, during the past year, set a record which would be creditable to communities several times larger; a record which moved the community from twenty-first place among the large cities of the country to tenth place during 1923.

With the closing of the year's business in the office of the city-building inspector, there appeared on his books records of building permits issued for the twelvemonth period that exceeded $25,000,000 in value. This figure revealed an increase over the preceding year, itself a record breaker, of nearly 90 per cent. New height-limit apartment-houses and office buildings, schools, churches, department stores and banks—these and other establishments, many of them completed within the year, were sign posts of the growth of Long Beach in 1923.

A jump of close to 90 per cent in 1923 over the building activities of 1922 is regarded in the vernacular of the building trade as "some jump," but, because of the splendid showing made by Long Beach in 1922, perhaps a comparison of figures for 1922 and 1923 does not reveal in full measure the rapid expansion in a building way of the beach city. One must go back a distance, if only to obtain proper perspective.

The great building program leaves such manuments as the Farmers and Merchants Bank Building, a height-limit building costing in the neighborhood of $1,000,000; the Pacific-Southwest Bank Building, another twelve-story structure costing more than a million; El Bolivar, a fourteen-story apartment-house and hotel, costing $1,500,000, the Cooper Arms Apartments, a similar establishment, costing $1,165,000; the addition to Buffum's department store, costing $500,000; three new schools, costing $172,000; a municipal hospital, costing $233,265; a garage, costing $52,000; a small hotel, costing $80,000; a dance hall, costing $80,000.

There are more, many more, towering structures, either nearing completion or just begun. But the above have been mentioned because they illustrate the variety of building activities in Long Beach. In the totals, naturally, the bungalows and the small apartments and courts make the largest showing, and this particular division of building work has gone ahead in Long Beach in 1923 as in no other previous year.

And, although the figures, big as they are, cover only the corporate limits of Long Beach, there must be taken into consideration the tremendous activity going on in the surrounding territory. Virginia City, Los Cerritos, Alamitos Bay—these and several other districts not yet annexed to Long Beach when this is written—are so much a part of the city proper, that their growth must be noted. Perhaps when this is published these districts will have been officially annexed to Long Beach. An election date has been set for the annexation. In these districts hundreds of new homes have gone up during the past year and more than a million dollars has been spent in construction work.

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Industrial Plants

THE industrial phases of building activities in 1923 were confined for the most part to territories adjacent to Long Beach proper. This was necessarily so because the city fathers have decreed that there shall be no oil refineries and similar plants within the corporate limits. And since this city's chief industry is still oil, refineries, tank farms and the like have held first place in industrial building programs here in the past year.

But 1924 gives very definite promise of marking a radical change, industrially speaking. Plans are now complete and actual construction work will begin in February on the first unit of a $15,000,000 steel plant. And this venture will, it is expected, be the big factor in opening up and developing one of the most valuable and most neglected assets that Long Beach possesses—its harbor.

The steel mill will be a Long Beach Harbor industry. The steel plant will, it is believed, be the means of establishing other industries. Already one of the largest operating freight steamship lines in the country, the Robert Dollar Steamship Company, is bidding for docks and terminal warehouses.

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Pasadena

EXPERIENCING a tremendous building growth during the past twelve months, the city of Pasadena closed the year with a total of $12,000,000, an average of $1,000,000 for each month of the year. Never before in the history of the city, officials declare, have so many homes, churches, schools, business houses and other structures been completed in a single year.

Homes and churches predominated in the building development during the past year while schools were the outstanding item the year previous. Homes of all descriptions, from the huge palatial mansions in the exclusive residential district of the city to the small but modern bungalows, were erected with great rapidity. Truly Pasadena is a city of beautiful homes.

Figures tell the story of the city's growth in clearer detail. During 1922 a total of $9,412,480 worth of buildings were realized. At that time the figure broke all preceding records. During that time 3710 permits were issued, while during the year of 1923 4000 permits were issued and a $3,000,000 increase was noted.

Every month of 1923 realized an increase over the same month in 1922. Six of the months in 1923 exceeded the million mark while in November more than $1,500,000 worth of building was started.

The largest single building permit ever issued by the local building department was given the Pacific-Southwest Trust and Savings Bank for a $1,000,000 bank building. Several large churches took out permits for new edifices and a number of new business blocks have been built in the city, all of which contributed to breaking the record for growth in Pasadena.

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San Diego

THE year 1923 was the high-water mark in San Diego's development with a notable increase in population and building activity over the previous year.

Extension of the city limits was necessitated to include the city of East San Diego, annexation of which was approved by popular vote in both cities. The physical limits of San Diego proper were solidified by the development of a number of subdivisions, outstanding among which are the Mission Beach project and the ocean frontage between Pacific Beach and La Jolla.

Steady increase in population and wealth was the basic reason for the record-breaking building program of the year. Large numbers of homeseekers, attracted by ideal climatic and home conditions, arrived and gave a stimulus to the building of residences, while construction of modern business buildings was even more brisk than during 1922.

Predictions early in the year that the volume of building would average $1,000,000 a month were more than borne out by the number and value of permits recorded at the city building department, the heads of which late in November estimated the year's totals not only would approximate $12,000,000, or nearly $2,000,000 more than in 1922, but that the 1923 spurt would carry over into 1924.

In number of permits, also, the year established a new record, the estimated total being 5000, compared with 4798 for the preceding year.

The more important additions to the city's business district included the $1,500,000 Commonwealth Building, occupying half of the block fronting on B street, between Fifth and Sixth streets; the $750,000 San Diego Hotel annex, which will give that institution 400 rooms; and the $600,000 Balboa Theater, at Fourth and E streets. Other important projects launched were the $750,000 Army-Navy Y.M.C.A. Building, on lower Broadway; the $1,500,000 St. Joseph's Hospital in Hillcrest; and a furniture factory for Schieter & Sons, the first unit of which will cost $100,000.

Government and municipal structures completed or started included the $3,500,000 Loma Portal naval training station, center of all training activities in the West, which was commissioned last summer; another unit of the naval hospital in Balboa Park, and City Pier No. 2, to cost $1,500,000.

Subdivisions placed on the market during the year resulted in hundreds of acres of land within the city, or immediately adjacent, being improved and settled. Owing to the topography of San Diego, there are many elevations overlooking ocean, bay and mountains, and the steady increase in population, and the subsequent home-building program, are influencing the improvement of these homesites.

Fresno

FRESNO'S sky line underwent a great change in 192[illegible]. The new structures that have reared their heads above their less conspicuous neighbors may be seen for many miles. And those former Fresnans who return after a long absence are startled by the effect.

The San Joaquin Light and Power Corporation's new office building is ten stories in height, and its radio towers give added tallness. The California, Fresno's new hotel that is to open shortly after the first of the year, is eight stories. The Patterson Building is another imposing downtown structure, while the fifteen-story bank of the Fidelity Branch, Pacific-Southwest Trust and Savings Bank, has its steel frame-work in the air.

The past year saw the greatest change in Fresno's business district, although the total value of the building permits is approximately $1,000,000 less than in 1922. Most of the large structures started in 1922 were not completed until last spring and summer.

Building permits for 1923 were issued in

(CONTINUED ON PAGE THREE)

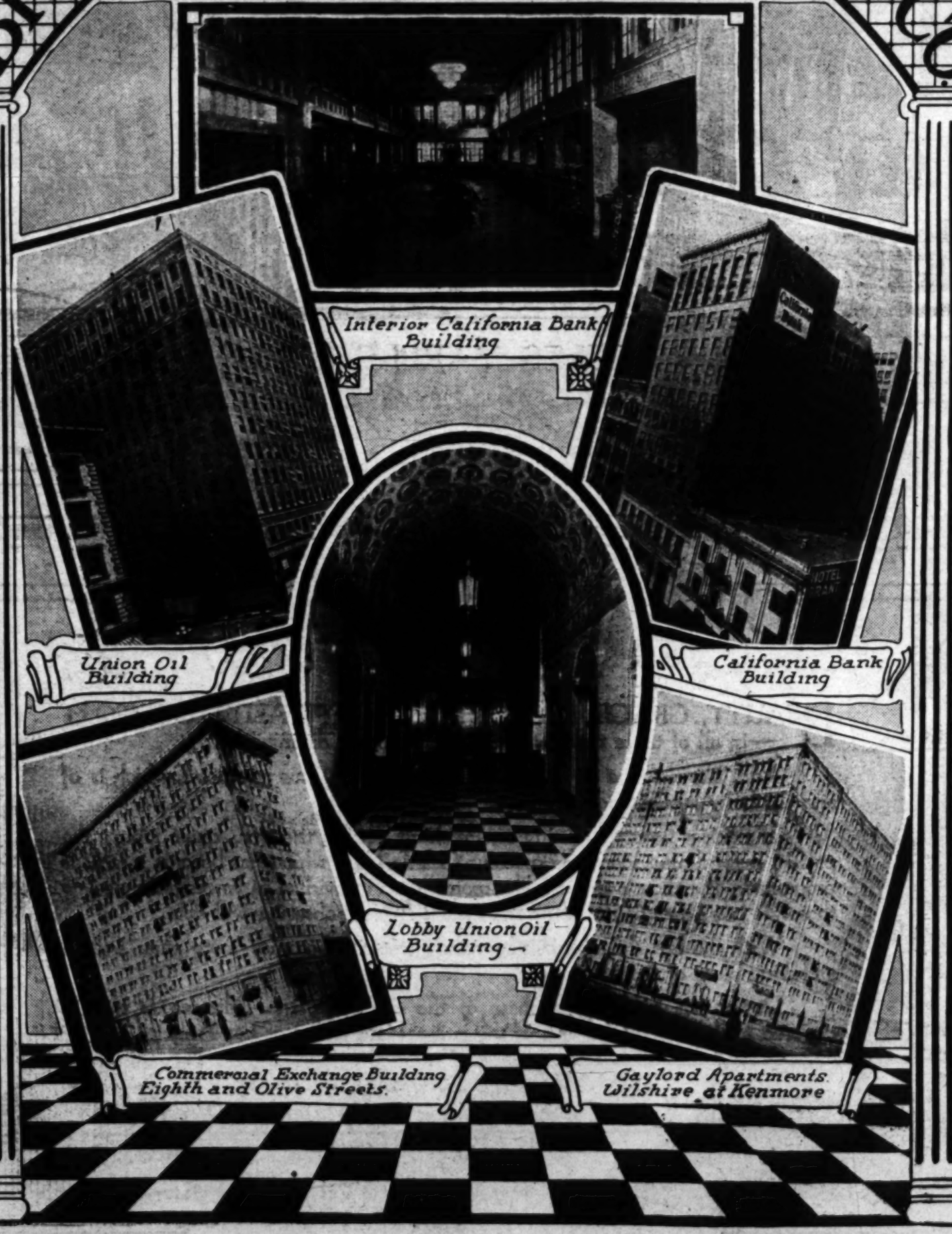
Realty Transfers More Than a Billion Dollars

Gain of Sixty Per Cent Over Preceding Year—Many Fine Residences Change Hands

THE total of realty transfers during the year 1923, as evidenced by the documentary stamps sold for use on deeds and other instruments of conveyance, is $1,000,000,000, and the sale of the Commodore Hotel, a new height-limit structure on Wilshire boulevard, Los Angeles, is the largest single transaction recorded during the year. The sale of the Commodore Hotel property, which was completed in December, involved $1,000,000, and the sale of the Commodore property throughout the entire Bay District involved $1,000,000, and the sale of the Commodore Hotel, a new height-limit structure

BRUNER MARBLE & TILE CO.

THESE BUILDINGS FOR WHICH WE FURNISHED MATERIAL SHOW THE SCOPE OF OUR WORK.



Interior California Bank Building

Union Oil Building

California Bank Building

Lobby Union Oil Building

Commercial Exchange Building Eighth and Olive Streets.

Gaylord Apartments. Wilshire at Kenmore

New High Building Mark Set by the Southwest

Third of a Billion Dollars Expended in Construction With Los Angeles City Leading the Way

BY E. G. LEAF

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Realty Transfers More Than a Billion Dollars

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THE total of realty transfers during year 1923, as evidenced by the documentary stamps sold for use on deeds and similar instruments by the office of the Collector of Internal Revenue, is as impressive as the huge building record. At the end of the year, Collector Goodcell announced that property to the value of more than $1,200,000,000 had been sold in Southern California during the year, a gain of more than 60 per cent over 1922. The proportionate increase in volume of realty sales corresponds closely to the gain in building operations, the latter showing an advance of about 67 per cent, according to the city building department.

To handle this tremendous volume of business, the offices of the County Recorder have been kept open day and night, two shifts, each working eight hours daily, having been employed throughout the year to keep pace with the rush of business.

A survey made by the Los Angeles Realty Board, in conjunction with the National Association of Real Estate Boards, showed that Los Angeles led the principal cities of the United States during 1923 in realty transfers and conveyances. The survey, covering the entire nation, showed that the real estate market throughout the country was more active during the past year than any previous year, and that Los Angeles was more active, in proportion to its population, than any other large city in the country.

Many large deals were consummated during the year. Probably the largest single realty transaction of 1923 was the sale to Alphonzo E. Bell and associates of the great Santa Monica Mountain Park ranch, a tract of 22,000 acres extending from a point just west of Beverly Hills to the sea along the Santa Monica Mountains; a territory notable for its beauty and for its accessibility to the city. For this property between $5,000,000 and $6,000,000 was paid.

The ranch, two to four miles wide and seven miles in length, is to be developed into a residential area of the highest type, according to the plans of Mr. Bell, who is a well-known capitalist and subdivider of the Danziger Estate, which Mr. Bell purchased some months previously for $2,000,000.

One of the largest transfers in centrally located business property was the sale of the Consolidated Realty Building, at the southwest corner of Sixth and Hill streets, to a syndicate of Los Angeles and San Francisco capitalists for $2,000,000.

Early in the year Grauman's Metropolitan Theater, at the northeast corner of Sixth and Hill streets, was sold by Sid Grauman and the Famous Players-Lasky Corporation to a syndicate for $4,000,000, and plans were announced for the addition of seven stories to the building, bringing it to the height limit.

With the purchase of the Hamburger Department Store by the May Department Stores Company in April, real estate and leases to the value of about $25,000,000 were transferred.

Other noteworthy realty deals of the year included the sale of the Don Lee Building, a ten-story class A structure at the corner of Seventh and Bixel streets, for approximately $1,000,000, and the sale of the Commodore Hotel, a new height-limit structure at Seventh and Lucas streets, by W. W. Paden and C. H. Price to C. S. Chapman for $750,000.

The largest ground lease of the year involved the holdings of the Norton Estate between Sixth and Seventh streets, and extending from Broadway to Hill street. This property, one of the most valuable in the city, was leased to a syndicate of San Francisco and Los Angeles capitalists, for a period of ninety-nine years, at a total rental of more than $18,000,000.

Many fine residences were also sold during the year; among these was the Bernheimer Estate, a showplace of Southern California, comprising seven acres at the crest of one of the hills of the Hollywood district, together with a mansion of Japanese architecture. This property was bought for $1,250,000. Another outstanding residence sale was the transfer of the George R. Rich mansion, with eleven acres of ground, located on a commanding eminence at the head of Vermont avenue. This residence was purchased by M. A. Hamburger for a consideration reported at $250,000.

HIGH BUILDING MARK

(Continued from page 2)

the following amounts by the Department of Public Works; January $1,117,474; February $358,899; March $473,006; April $460,986; May $210,185; June $193,921; July $234,771; August $251,295; September $264,278; October $1,361,276; November $323,883; and it is estimated that the total for December was at least $156,000, which will make the total for the year $5,399,974. The total for 1922 was $6,664,171.

Alterations and repairs for 1923 were slightly less than for 1922. The total for the first eleven months was $496,190. It is estimated that the December amount was at least $30,000, thus making the total $526,190. In 1922 the total was $560,979.

Some of the outstanding buildings erected last year and their costs are: San Joaquin Light and Power Corporation, $800,000; Patterson Building, $525,000; California Hotel, $675,000; Brix Building $300,000; Fresno Building and Investment Company, $135,000. Y.W.C.A., $122,000. The Fidelity Branch of the Pacific-Southwest Trust and Savings Bank is to cost $1,000,000, and will be completed next July.

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Santa Barbara

SANTA BARBARA, during 1923, achieved a building record of $5,000,000, according to city officials a gain of more than a million dollars over the preceding year. In realty transfers, in growth of population and in bank clearings, as well as in construction activity, marked gains were made by the community during the year.

Many fine buildings have been erected in the city during the past year. The Board of Education launched a $1,000,000 school building program, and $650,000 is being spent on a new high school building, now under construction. The new city hall, costing $250,000, will be ready for occupancy within a few weeks. The first building of more than five stories was started during the past year. This structure, the new Carrillo hotel, which represents an ex-story structure, will cost $600,000. The new Carrillo hotel, which represents an expenditure of $500,000, will be completed in the near future. A six-story business block is being erected at State and De la Guerra streets; the Presidio Hotel, to cost $500,000, will be started soon, and the new Faulding Hotel, a five-story building, was completed last summer.

A project of special interest is the proposed beautification of City Hall Plaza as a "Street in Spain." This street will extend from the City Hall to the Lobero Theater. The project takes in the old De la Guerra mansion and a group of studios erected along El Paseo. It is the intention of the promoters of the project to carry out the idea in so far as is possible, through the eastern section of the city, bordering on State street.

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Glendale

WITH four $1,000,000 months and with a total of $10,000,000 for the year's building, Glendale made a new record for 1923. During the year there were three large permits, the new high school plant and the Glendale Sanitarium and Hospital each calling for permits of $550,000, and the Security Trust and Savings Bank permit for $400,000.

The first three months of the year had more than $1,000,000 each in permits to their credit, and November closed with the largest valuation for one month in the history of Glendale, with $1,132,562 worth of permits issued.

There have been new stores and market buildings erected in many new districts. On Brand Boulevard new stores have been erected until there are only two vacant lots in the business district, and plans are now under way to erect buildings there. Permits for these buildings range from $8000 to $100,000.

Duplex houses and apartment-houses are now under construction costing from $7000 for a duplex to $130,000 for a twenty-unit apartment-house.

Permits for residences have ranged as high as $25,000. The average home permit was for $4000.

In the Wilshire District

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Alhambra, San Gabriel

ALHAMBRA and San Gabriel, sister communities lying to the east of Los Angeles, at the gateway of the San Gabriel Valley, set a record of more than $8,000,000 for the year. The 1923 total for Alhambra was estimated at $7,500,000, this estimate being based on an eleven-months record of $6,868,000. As in the case of Long Beach, Alhambra showed an increase in building operations for the year of approximately 90 per cent over 1922, and the total for 1921 was more than quadrupled.

The total for San Gabriel was estimated at $660,000. During the first eleven months new structures to the value of $591,640 were erected.

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Santa Ana

WITH permanency as the watchword in development and scores of buildings now under construction, Santa Ana, with building permits totaling approximately $5,500,000, took high rank among cities of the Pacific Southwest for 1923.

Business houses have found it necessary to expand in order to keep up with the demands of the increasing population. Practically every old established house has enlarged its quarters or moved to new and larger buildings, and those that have not are contemplating such action in the near future. The more important buildings constructed, or now being built, to meet the demand for more room include the six-story home of the First National Bank, steel work for which is now in place; the recently completed home of the Southern Counties Gas Company; The Walker theater building on North Main street, representing a total investment of approximately $115,000; the Walter Moore Building, four stories of modern office and storerooms, and the Pacific Telephone Company Building at Fifth and Bush. This building has switchboard accommodations for 20,000 phones.

The new County Hall of Records, at the corner of Sixth and Sycamore, erected at a cost of $218,000, will soon be ready for occupancy.

Though essentially the center of an agricultural territory, Santa Ana is keeping pace with other cities industrially. The present pay roll is around $500,000 monthly, with two of the county's largest sugar mills, a number of fruit and walnut packing-houses and a large canning factory furnishing employment for hundreds of workers. A new industrial unit is to be added soon, the Shavo factory, to be located south of Santa Ana on Delhi road. This plant will take care of the entire manufacturing of the Shavo product and will give employment to several hundred.

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Inglewood

INGLEWOOD, one of the most thriving of the smaller communities of the Southwest, established a building record for the year just closed of $3,000,000, according to estimates made by the city building inspector on the basis of the first eleven months of the year.

At the close of business on November 17, permits to the value of $2,608,062 had been issued, and operations for the last six weeks were conservatively estimated at $391,938, bringing the total for the year to the $3,000,000 mark.

Venice

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BUILDING permits compiled in the Venice building department for the year 1923 totaled more than $3,000,000, a marked increase over figures compiled in 1922. The increase is reported to be more than $500,000.

It is estimated that the nonoperative trict has increased more than $10,000,000 in value over 1922. Real estate values continue to soar with the trend of progress, real estate operators report. Residents report that the past year has been the greatest, in the development of the Bay District, that has ever been known.

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Santa Monica

FAR surpassing the 1922 totals, Santa Monica showed approximately $6,000,000 worth of building permits for the year 1923. Records for 1922 reveal but $3,500,000. Bank clearings for the Santa Monica Bay District amounted to more than $8,500,000 for the month of November. Bank clearings for 1923 show a large increase over the previous twelve months.

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Compton

A YEAR and a half ago, building activity in Compton was so small that no records were kept. During the third quarter of 1923, the permits for new construction totaled $534,072, with October showing $172,075 and the first half of November $123,550 as a starter on the last lap of the year.

The total building for Compton during 1923 approximated $1,600,000. It is considered probable that 1924 will double this record, as the ratio has steadily climbed for the past several months. Most of the subdivisions in Compton were more than half sold before the tracts were placed on the market. It is estimated that 65 per cent of the buyers of Compton real estate build within a few months after the purchase.

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Redondo, Hermosa, Manhattan

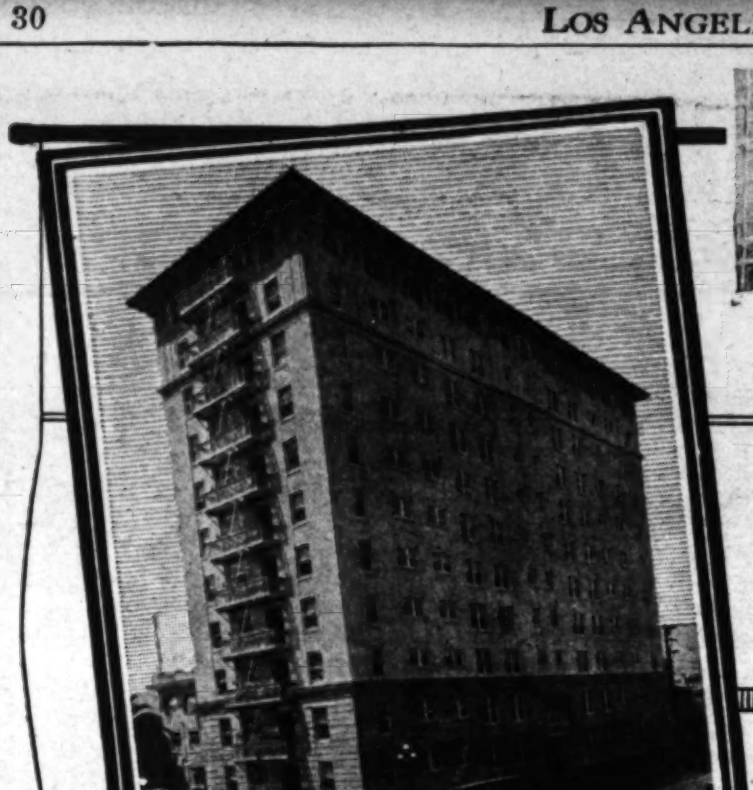
BUILDING activities in the South Bay cities, Redondo, Hermosa and Manhattan, up to and including November, exceeded the greatest expectations by breaking all previous high records. In Hermosa and Manhattan the increase was more than 100 per cent. Of healthy significance is the announcement by the various chambers of commerce in the district, that this unprecedented growth can be apportioned 75 per cent to dwellings and 25 per cent to business structures.

Redondo is viewing with satisfaction the prospect of a total building permit column of more than $1,000,000. Up to December first the official records of the City Clerk showed a total of $968,320, and the most conservative estimates in authoritative sources placed December's total at well over $50,000. Total permits for 1922 were $868,910, and for December, 1922, they were $54,525. Business structures erected last year include the new American Bank Building and a large garage. A plunge and gymnasium for the Redondo Union High School are now nearing completion. Outside of a few smaller business buildings, the remainder of last year's building expenditures went into new homes, located mainly in the south and southwest sections of the city.

Hermosa, with its total of $1,440,320 for the first eleven months of last year, estimated its 1923 total at $1,750,000. Of this sum, the Chamber of Commerce states that 75 per cent was invested in dwellings and 25 per cent in business structures.

Permits were taken out in December by the Surf and Sand Club and the Golden State Silk Mills, inc., the two totaling more than $500,000. The club structure will cost $430,000, and the silk mill plans to spend approximately $100,000 to erect one unit of its project. Ground-breaking operations on the silk mill property have been under way for some days. Total permits in Hermosa for 1922 were $692,000, not half that of the total for 1923. New residences were evenly distributed throughout the city.

(CONTINUED ON PAGE FOUR)



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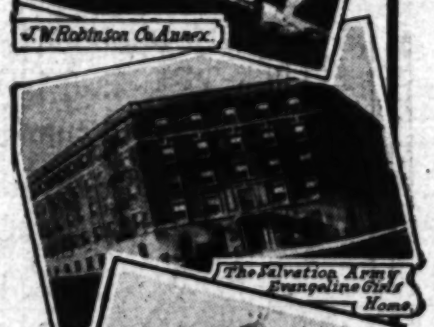
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Architectural Situation in and About Los Angeles

Attractive Homes of Low Cost a Southern California Contribution; Comments on Local Types

BY SUMNER P. HUNT
President of the Local Chapter, The American Institute of Architects

IN DISCUSSING the subject of architecture in Southern California one thinks first of residential architecture. There are two prime reasons for this: First, our residence architecture is notable, there is lots of it, much of it is notably good; quite a lot of it is notably bad, and very little of it is commonplace. Second, outside of our commercial buildings, or street architecture, we have little that is interesting. We have as yet no public buildings that pretend to be monumental in character. With the public buildings now under way or in immediate prospect, we may reasonably hope for something really worth while and fine, but until these buildings are finished the charge that we have nothing will have to stand. Our churches, except for a few now building, have suffered from the effort to secure the maximum of seating capacity for the minimum of expenditure and have been built of cheap impermanent material not lending itself to fine architectural feeling.

Our street architecture is good, and as the great bulk of it is new our average is better than that of many of the older cities, but commercial architecture, unless relieved by skyscrapers, has a tendency to become monotonous.

• • •

School Buildings

IN OUR school buildings, like our commercial buildings, the greater number are new and while, like our churches, they suffer from the necessity of getting the maximum accommodation for the minimum of expenditure, they are intelligently planned, practical and efficient and make a fine showing, of which we are quite justified in being proud.

There has been some work of unusual architectural merit and interest in some of our country clubhouse and city clubhouse work, and some of our institutional work, frequently showing a decided Spanish influence that we are coming to consider a local development or architectural style.

Admitting the correctness of this brief analysis of local architecture other than residential, we are back to our starting point—residential architecture—and there we may safely sit up and take notice.

• • •

Worth-While Homes

IN THINKING of characteristic Los Angeles architectural development, I feel that the big thing in which we have shown the rest of the world something worth while is our low-cost individual home. By "low cost" I mean for prewar-days houses costing $5000 and less.

In the typical Eastern community, the average person building a house of this cost never thought of getting out of the rut and building for this cost a pretty house. He just built a house and merely inclosed a given amount of space with painfully uninteresting and monotonous results. Here, we developed the California bungalow, with its variety of form, pleasing roof lines, overhanging eaves and stained wood surfaces, which, combined with a little excess ground space planted with lawns and shrubbery, revolutionized the small house the country over.

With our restless desire for something new, we largely discarded this type and attempted to adopt Colonial detail to bungalow forms. This style, or pattern perhaps is a more fitting term, was seldom a real success and because of this was short-lived. From the Colonial we rushed into the Spanish feeling, and are now in an orgy of plastered-exterior houses of every conceivable form and color, some with no applied detail and others rampant with grotesque detail and color.

The desire to do something different is better than a willingness to stay in a rut, and is to be expected from the people who have cut loose from the habits and customs of the conservative East, but I fear we are running wild and overlooking a basic principle which, as I take it, is that beauty to be real and lasting, in architecture at any rate, must be based on utility and reason, and certainly there is little of either in much of the new small-house work going on, particularly in many of the plastered-exterior, poorly-built small houses of today, and I would like to make an earnest plea, particularly to the speculative builders, to "Stop—Look and Listen" before rushing on in the mad effort to outdo one another in creating something strikingly different, lest we find ourselves a "joke" in the eyes of the well-informed people of the rest of the country.

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Beauty in Residences

WHEN we come to a consideration of the more costly residential work, we find an uncommonly large percentage of really well-built, well-designed houses of unusual interest, set in beautiful grounds, the whole development making an effect of which the public and the architects creating it have every reason to be proud.

The predominating styles in residence work are variations of Domestic English, which to Anglo-Saxon peoples will always have a strong appeal, and the Renaissance styles of Southern Europe and Mexico.

• • •

Southern California Style

THE question is always arising—Are we creating a Southern California style of architecture? Probably we are. The adaptation of Spanish and Italian Renaissance and Mexican Spanish detail and motive to the necessary forms of modern residential work is developing what may well be called a new style of residential architecture, but the restlessness of the age, plus our local and western darings, will never allow us to work long enough in one medium to develop in the old acceptance of the term "an architectural style."

Undoubtedly the fast increasing development of residential building in our steep hillside country will have a tendency to create new local types of architecture, or at least new groupings of forms and masses, and as buildings in these locations are infinitely more conspicuous than on flat lands, it is seriously to be hoped they will be more carefully studied than much of our speculative building has been in the past.

For fear a comment earlier in this article about the lack of relief from monotony in our street architecture, owing to absence of skyscrapers, might be interpreted as deploring that lack, I want to say that however much interest the skyscraper might add there are insistent reasons why we should not increase our present 150-foot height limit and the Board of Freeholders is quite right in holding to that limit in the new Charter. Aside from the manifest injustice of one owner depending on his neighbor's low building to give him the light and air demanded for a skyscraper, the fact is that the proportion of built-up area to street area in our city is much larger than in the average city, due to our unusual length of city blocks, and we have not enough street area to take care of our present congestion, much less to care for the congestion that would result from the greater number of people occupying any considerable number of skyscrapers.

HIGH BUILDING MARK

(Continued from page 3)

Manhattan, in residential and in mercantile building, also broke all records with an increase of more than 100 per cent over the total of 1922, and including industrial building, made a gain of approximately 600 per cent. The 1922 building permit total was $77,105, against $673,814 for the first eleven months of last year. Of this sum, however, $515,801 was expended by the Standard Oil Company in the construction of storage tanks, leaving $159,013 to represent the building operations in the city proper.

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Orange County Cities

AT THE end of a prosperous year, a review reveals that the progress of building in Anaheim eclipsed all other activities. For, with an estimated total valuation in excess of two and a third million dollars, building permits issued in 1923 called for the erection of homes, business and public buildings worth not far short of a million dollars more than the entire construction completed in 1922. The total valuation of 675 permits issued in 1922 was $1,413,046.50.

Because of the buildings completed in Anaheim's business section during the last twelve months, the city is offering a new sky line. Three-story buildings have become the rule and at least one six-story business block has been assured.

In addition to its building records, Anaheim may boast of other civic improvements completed during the last year. Prominent among these was the street-paving program of 1923 when nearly three miles of concrete and asphalt paving was laid on streets in the residential sections and approximately half a mile of alley paving was completed in the downtown section.

Building permits at Fullerton ran well over the $2,000,000 mark for 1923. City Building Inspector Richman estimates that the total for the year was $2,016,576, as compared with $1,714,526 for 1922. To December 1 the totals amounted to $1,756,576. School construction during the past year aggregated $240,000, this amount being figured in with the year's city building permits. It is estimated that the permits for the remainder of the year brought the total to $260,000, this being based on the construction during the past few months, which shows every promise of continuing unabated.

Orange looks back upon a year that has been without equal in construction activities, especially in the building of new homes in the rapidly growing residential section.

Estimates, supplied by the city building department shows that approximately $1,078,875 worth of new buildings have been constructed during the twelvemonth period ending December 31. The year 1923 surpassed 1922, previously the greatest year in Orange building history, by $154,463. The record has been established without the assistance of any one great building project as in past years when school plants, large business blocks and other similar projects have swelled the totals.

Last year the new mark was hung up principally through activities in the residential sections, where scores of new dwellings of the substantial type were erected to take care of the growth in population. Three hundred and seventy-two permits were issued during the year, as compared with 274 in 1922.

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Pomona

COMPLETELY shattering all records in the history of the city, Pomona forged to the front in 1923 with the greatest era of building and realty development she has ever known. Hundreds of new homes and substantial business blocks have literally risen out of the ground to supply the increasing demands of homeseekers and prospective business enterprises. In spite of the fact that building contractors are constantly at work at top speed, growth in the city has always kept ahead of the supply of houses and business buildings.

City Building Inspector L. W. Cowles is authority for the statement that he believes Pomona is just beginning to feel the effects of rapid growth in Los Angeles, and that this city from now on will expand in still greater strides than in 1923.

Building permits for the year surpassed all records for any previous year in Pomona's history. A grand total of $1,673,205 worth of permits were issued by the building inspector, the greater portion of which, in number of permits, was for new homes. More business buildings were constructed in 1923 than in any year before. All local office buildings are full to capacity, and it was absolutely necessary to provide quarters for prospective business houses. Also, many of the older type buildings have undergone extensive repairs and alterations, until the business section of the city has been transformed in proportion to the city's needs. The previous year yielded a total of $1,055,270 in building permits, the biggest year up to that time, with a monthly average of $87,772.50; while 1923 forged far in the lead with a monthly average of $139,433.75.

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Ontario

TAKING its building record and general development along civic and commercial lines as a barometer, Ontario's growth during the year 1923 was the greatest in the history of the city.

Issuance of approximately 500 building permits rolled up a total expenditure of $1,175,822, which exceeds all former records by approximately $50,000. The fact that well over half of the permits issued were for new dwellings is considered the surest indication of the city's growth.

While the great majority of the building permits issued during the year were for dwellings ranging in cost from $2000 to $10,000, the year also witnessed the erection of a number of more important structures, including the modern new reinforced concrete packing-house for the Ontario Citrus Fruit Association at a cost of $50,000; handsome new edifices for St. George's Catholic Church and the First Christian Church at costs of $50,000 and $70,000, respectively; a large public warehouse for H. B. Hickey at a cost of $30,000; a handsome dwelling for J. S. Armstrong at a cost of $40,000; and a goodly number of public garages and small business buildings costing about $10,000 each.

The completion of the handsome new clubhouse of the Red Hill Country Club, which is chiefly supported by residents of Ontario, at a cost of $30,000, was one of the important accomplishments of the year. The club is also credited with one of the finest golf courses in the Southland and is further equipped with swimming pool, tennis courts and the like. Opening of a handsome residential subdivision of attractive sites on the hills surrounding the clubhouse has already resulted in many purchases and plans for attractive country homes.

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Monrovia, Corona

BUILDING permits that nearly totaled $2,000,000, a year that saw the building of seventy-five business blocks and over 400 new homes, with two dozen subdivisions opened during the last month of the year, are some 1923 construction highlights for Monrovia.

Not only did Monrovia break all records for business and residence construction during 1923, but smashed them by almost doubling the total of 1922, in itself a record-breaker. The total of 1923 building permits exceeded $1,985,000, and the total of new homes passed the 400 mark.

Outstanding features of the year's development were the beginning of a real industrial progress for Monrovia, the great number of new homes built and the rapid subdivision of ranch property adjacent to the municipality. During the year Monrovia added four substantial manufacturing plants to its rapidly growing total. These include the Coast Water Heater Manufacturing Company, the Twinko Broom Manufacturing Company, the Valley Packing Company and the Monrovia Ice Company. The Day and Night Water Heater Company is rapidly expanding and, during the closing months of the year, had increased its business to better than $50,000 a month.

Corona building permits in 1923 exceeded the total for 1922 by over $250,000, according to records at the City Clerk's office. During 1922 a total of $83,605 in permits were taken out; in 1923 a total of $393,159 was established, an increase of over 300 per cent.

Many new homes were completed during the past year and many more are now under course of construction. A study of conditions and general building activity in Corona shows that the remarkable growth last year was not due to a boom. It is a steady, substantial growth that means prosperity. Many beautiful homes are being built and families are settling here to become permanent residents.

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San Bernardino, Redlands

REDLANDS' building permits for 1923 were approximately $600,000 by the close of the year, according to figures available in the office of Building Inspector M. E. Armstrong. This is a substantial gain for the year, the total for 1922 being $349,310. In 1921 the total was $210,995.

It was a year of small homes, so far as Redlands' activity is concerned, the only large structure being a new dormitory at the University of Redlands, for which a permit of $70,000 was taken. The second wing of the Fine Arts group was built at a cost of about $35,000. There have been some repairs in the business section and alterations of several store fronts, but the real activity of the year was in new homes costing from $3000 to $10,000, with a few running above the latter figure.

San Bernardino permits, during the first eleven months of the year, surpassed in valuation those for the entire year of 1922. November building permits totaled 133 in number, with a valuation of $201,385. Practically every other permit was issued for a residence. Despite the phenomenal home-building record, a large percentage of buildings of this class was not included in the permit total, because of the fact that many residences were built outside of the city in the newer subdivisions.

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Riverside

RIVERSIDE construction in 1923 exceeded by more than $800,000 that of any other year in the history of the city. The total building, as represented on permits issued by the building inspector, was approximately $2,300,000. Many big building projects, including a $240,000 community hospital, school buildings costing $400,000 and a $100,000 City Hall have been started and will be completed within the first six months of 1924.

In addition to this record construction, the city has experienced much development in other ways. New industries have been started, several hundred acres of orange groves have been set out, outlying districts have grown considerably, a thirty-five-acre extension of the lake in the municipal park has been completed, and a continual street improvement and sidewalk building program has been started.

The total amount spent for the construction of dwellings in 1923 was approximately $1,160,000, as compared with $935,915 in 1922. The house construction averaged 1 dwelling a day, according to the building inspector's files.

The total amount put into business and public buildings was more than $800,000. Seventy-five permits were issued for such

(CONTINUED ON PAGE THIRTEEN)

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WITH PRIVATE BATH

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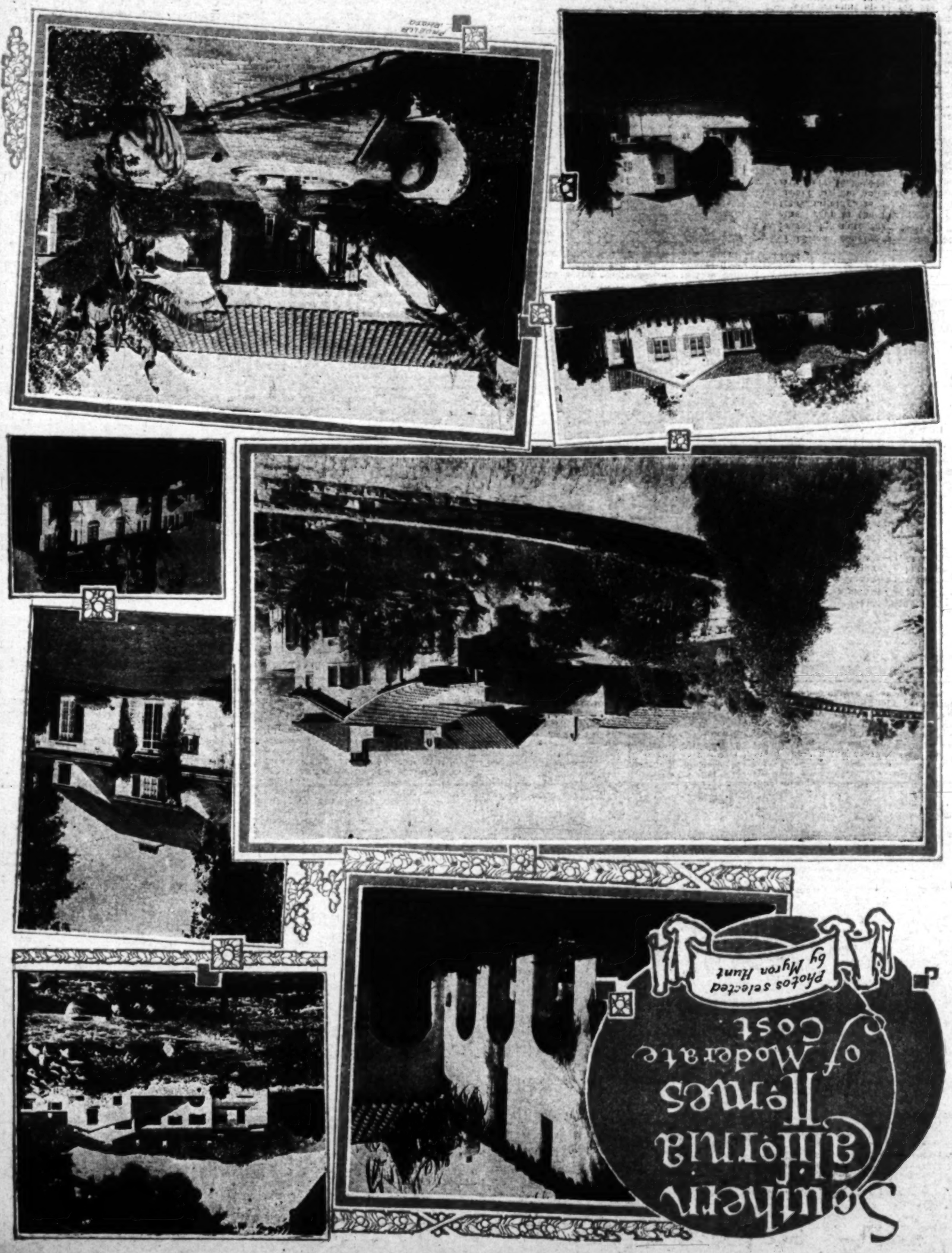
Builders of the Following Representative Structures:

Pacific Finance Building
Brock & Company Building
Los Angeles Biltmore Hotel
New Hotel Rosslyn Annex
Medical Office Building
Broadway Dept. Store Annex
Fifth and Hill Street Building
Pacific Mutual Building
Elite Caterers' Building
J. W. Robinson Building Annex
Pacific Mutual Garage
Los Angeles Tennis Club
Los Angeles Biltmore Theater
Hellman Bank Building —*Seventh and Spring Streets*
Cooper Arms Apartments —*Long Beach*
Pacific Southwest Trust and Savings Bank —*Pasadena*

Examples of Professional Service Applied to Construction



Architectural Situation in and About Los Angeles

Attractive Homes of Low Cost a Southern California Contribution; Comments on Local Types

BY SUMNER P. HUNT

President of the Local Chapter, The American Institute of Architects

IN DISCUSSING the subject of architecture in Southern California one thinks first of residential architecture. There are two prime reasons for this: First, our residence architecture is notable, there is lots of it, much of it is notably good; quite a lot of it is notably bad, and very little of it is commonplace. Second, outside fine showing, of which we are quite justified in being proud.

is a more fitting term, was seldom a real success and because of this was short-lived.

have a strong appeal, and the Renaissance styles of Southern Europe and Mexico.

• • •

Southern California Style

THE question is always arising—Are we creating a Southern California style of architecture? Probably we are. The adaptation of Spanish and Italian Renaissance and Mexican Spanish detail and motive to

Baltimore Hotel Annex

Traters
GLASS & PAINT CO.
PLATE GLASS
MIRRORS
PRISM GLASS
FRATER-LITE GLASS
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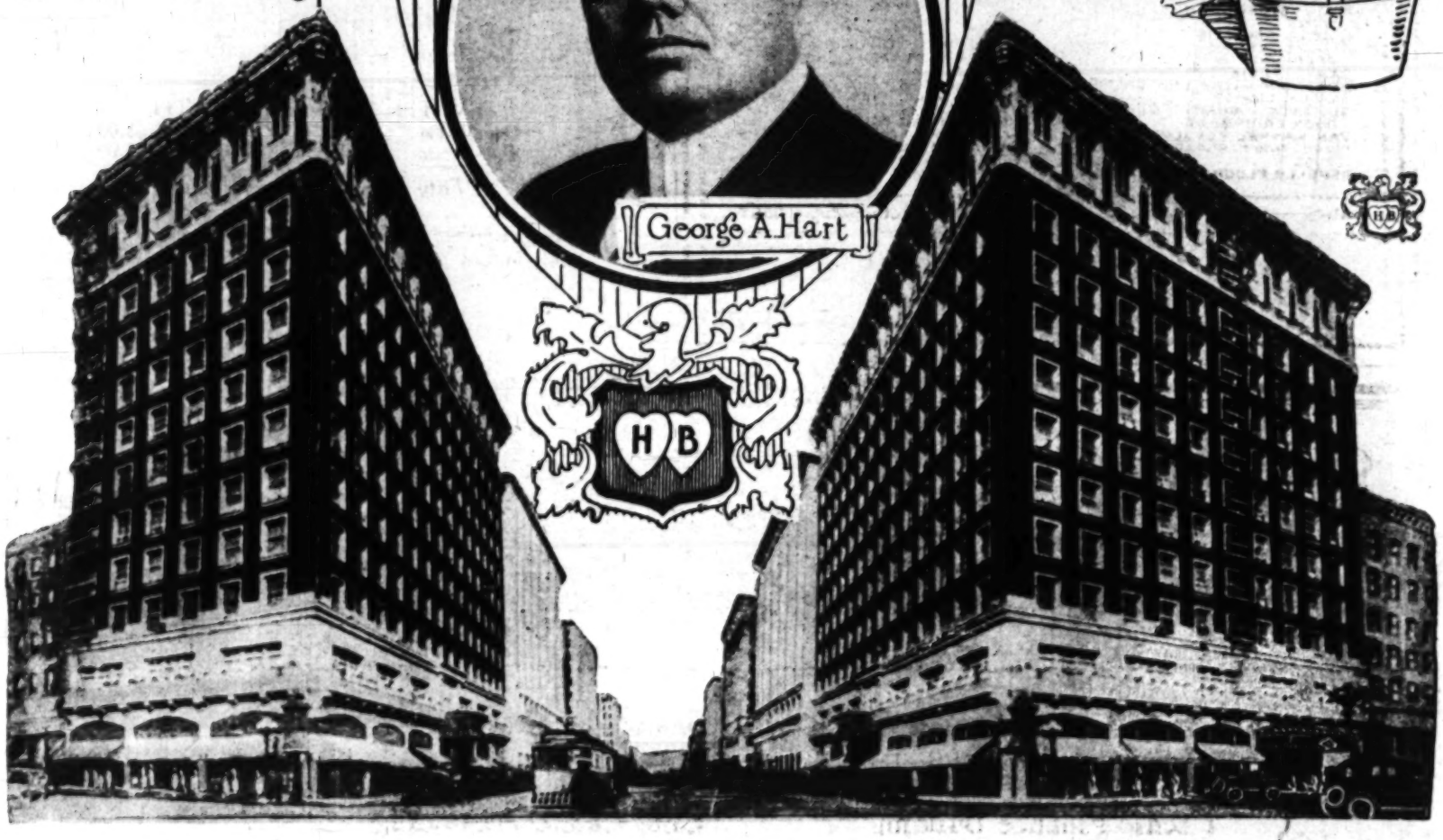
POLISHED WIRE GLASS

HART BROTHERS
New Hotel Rosslyn
and Annex
1100 ROOMS
In the "Hart" of Los Angeles
Fifth at Main

Dwight H. Hart

George A Hart



The Largest Popular-Priced Hotel in the West

New Hotel Rosslyn Dining-room Serves the Best Meals in the City at Popular Prices

In the Hart of the Business, Shopping and Amusement Center of Los Angeles

RATES PER DAY
European Plan

		Single	Double
50 rooms	.....	$1.50	$2.00
150 rooms	.....	$2.00	$2.50-$3.00
300 rooms	private toilet	$2.50-$4.00	$3.00-$5.00
600 rooms	private bath	$3.00-$5.00	$3.50-$8.00

Fifty Corner Suites with private baths, each one furnished differently and luxuriously, satisfying the most discriminating taste. Single—$5.00 to $6.00 per day. Double—$7.00 to $8.00 per day.

Free Auto Busses Meet All Trains

NEW HOTEL ROSSLYN and Annex at the southwest and northwest corners of Fifth and Main streets, with a total of 1100 rooms, 800 with private baths, is the largest hostelry on the Pacific Coast. Both units are 12-story, class A structures and are connected by an underground passageway. Every latest development in hotel construction is embodied in both units. The twin structures represent a money investment of $3,000,000. Each of the 1100 rooms is served with ice water through a modern ice-water circulating system. The institution has its own laundry, ice plant and electric generating plant. Exterior finish of both buildings is the same. Main entrances to each unit face each other on opposite sides of Fifth street.

The New Hotel Rosslyn Dining-Room, which is conducted for the public as well as guests, offers the same popular prices that prevail in connection with room accommodations. Combination breakfasts range in price from 25c to 75c, with luncheons and dinners at 50c. Patrons are provided with the very best in Los Angeles for the money.

Everything in connection with the hotel and dining service is under the personal management of Hart Brothers, the oldest active hotel men in Los Angeles. Free Auto Busses meet all trains and the New Rosslyn is not alone the largest hotel on the Pacific Coast, but it is also the largest popular-priced hotel on the West Coast of America. Conducted entirely on the European Plan, its rates range from $1.50 single to $8.00 double per day.

SCORES OF MILLION-DOLLAR STRUCTURES

A Review of the Major Construction Projects of 1923 Shows $132,000,000 Program

BY E. G. LEAF

IN THE past year plans for more than a hundred great buildings, each of which will represent an expenditure, exclusive of the site, of $1,000,000 or more, have been announced. These structures, which include theaters, office buildings, loft buildings, hotels, apartments and industrial buildings, form only a part of the great building program which has been such an outstanding feature of the development of Los Angeles during recent months, since plans for hundreds of other buildings, ranging from $50,000 to $1,000,000, have been made public by architects and builders.

It is estimated that the hundred building projects, included in the following list, involve an expenditure of more than $132,000,000. A number of these structures, announced during the opening months of the year, have already been completed, but many of them, developments of the latter months of the year, will take a prominent part in the building program of 1924.

Following is a review, with brief description of each building, of the major projects of the past twelve months:

Office building, northeast corner Fifth and Broadway, I. Eisner and associates, owners; Curlett and Beelman, architects, $1,500,000.

Office building, northeast corner Seventh and Spring, Joe Toplitzky and associates, owners; Schultze and Weaver, architects, $1,500,000.

Office building, northwest corner Ninth and Spring, William May Garland, owner; Curlett and Beelman, architect; $1,000,000.

Building, Hill street between Seventh and Eighth, I. Eisner, owner; Curlett and Beelman, architects; $1,000,000.

Mercantile building, Flower near Seventh street, Myer Siegel Company, owners; Curlett and Beelman, architects; $2,000,000.

Office building, northwest corner of Seventh and Los Angeles, Crenshaw and Smalles, owners; $1,000,000.

Public Library, Normal Hill Center, Grand at Fifth street, $2,000,000.

Biltmore garage, southeast corner Fourth and Olive, $1,000,000.

Hall of Justice Building, northeast corner of Temple and Broadway, $2,000,000.

Mercantile building, northeast corner of Ninth and Los Angeles streets, Milton Cooper Company, owners; Curlett and Beelin, architect; $1,500,000.

California Bank Building, Spring street between Sixth and Seventh, Curlett and Beelman, architects, $1,000,000.

Office building, Broadway between Second and Third, Frank Garvey and associates, owners; Edwin Bergstrom, architects; $1,000,000.

Chamber of Commerce Building, northwest corner of Twelfth and Broadway, John C. Austin and Donald Parkinson, architects; $2,000,000.

Union Oil Building, northeast corner of Seventh and Hope, Curlett and Beelman, architects; $1,500,000.

Office building, northwest corner Ninth and Hill street, Joe Toplitzky, agent, $1,500,000.

Office building, southeast corner Ninth and Hill, Birch O'Neal, owner; John C. Austin, architect; $1,500,000.

Hotel, Hollywood Boulevard between Bronson and Gower streets, Hollywood-California Apartment Hotel Company, owners; Charles F. Whittlessey, architect; $5,000,000.

Office building, West Seventh street, United States Thrift Corporation, owners; Russell and Alpaugh, architects; $1,500,000

Office building, southeast corner Eleventh and Broadway, Citizens Mortgage Company, owners; Noerenberg and Johnson, architects; $1,000,000.

Building, Olive street between Fourth and Fifth, Southern California Telephone Company, owners; $2,000,000.

Office building, northeast corner Eleventh and Hill, Pan-American Oil Company, owners; $1,500,000.

Hotel, Orange and Loomis, J. D. Minster, agent; L. A. Smith, architect; $1,500,000.

Office building, northwest corner Seventh and Park View, A. C. Blumenthal and associates, owners; $2,000,000.

Office building, West Seventh street, Preston S. Wright Company, owners and builders; $1,500,000.

Hotel, Rampart Boulevard, between Sixth and Wilshire Boulevard, Jack Foote, owner; $1,500,000.

Office building, Eighth and Spring, Great Republic Building, A. C. Blumenthal, owner; Walker and Eisen, architects; $1,500,000.

Office building, Eighth and Spring, National City Building, A. C. Blumenthal and associates, owners; Walker and Eisen, architects; $1,000,000.

Mercantile building, Olive near Sixth, Alexander and Oviatt, owners; Walker and Eisen, architects; $1,000,000.

Office building, northeast corner Twelfth and Grand, Court Drug Company, owner; $1,000,000.

Office building, Hill street between Seventh and Eighth, W. W. Paden and associates, owners; Edward L. Mayberry, architect, $1,000,000.

Hotel, West Seventh street near Bixel, Joe Toplitzky and associates, owners; Schultze and Weaver, architects; $6,000,000.

Hotel, southwest corner of Bixel and Ingraham, Jack Foote, owner; L. L. Jones, architect; $1,000,000.

Apartments, 618 Benton Boulevard, Albert Kaufman, owner; $2,000,000.

Apartments, Ivar avenue near Hollywood Boulevard, B. E. Harrison, owner; E. M. Frazier, architect; $1,500,000.

Apartments, Hollywood Boulevard and La Brea, A. C. Blumenthal and associates, owners; Kenneth MacDonald, Jr., architect; $1,500,000.

Apartments, northwest corner Sixth and Carondelet, E. A. Wayt, owner; Russel and Alpaugh, architects; $1,000,000.

Hotel, Figueroa street between Fifth and Sixth, Fred W. Siegel, owner; $1,000,000.

Apartments, 1755 Wilcox avenue, H. H. Abernathy, owner; $1,000,000.

Hotel, Fifth and Main, Hart Brothers, owners; Parkinson and Parkinson, architects; $1,000,000.

Apartments, northwest corner Wilshire and Catalina, S. H. Levin, owner; $1,500,000.

Apartments, Wilshire and New Hampshire, S. H. Levin, owner; Walker and Eisen, architects; $1,000,000.

Hotel, Wilshire and Carondelet, Wilshire-Carondelet Holding Company, owners; Russell and Alpaugh, architects, $1,000,000.

Apartments, northwest corner Wilshire and Kenmore, J. B. Lilly and associates, owners; Curlett and Beelman, architects, $1,500,000.

Hotel, 636 South Main street, W. W. Paden and associates, owners; L. L. Smith, architect; $1,500,000.

Office building, Hollywood Boulevard and Wilcox, Bank of Italy, owners; $1,000,000.

Apartments, Hollywood Boulevard and La Brea, H. H. Abernathy, owner; $1,000,000.

Office building, Hollywood Boulevard and Cherokee, Hellman Bank, owners; Schultze and Weaver, architects, $1,000,000.

Building, Broadway, between Eighth and Ninth, Wurlitzer Company of America, owners; Walker and Eisen, architects; $1,000,000.

Office building, southwest corner Seventh and Los Angeles, Transportation Club, owners; Walker and Eisen, architects, $1,000,000.

Office building, northeast corner Fifth and Hill, Charles G. Andrews Company, agents; Curlett and Beelman, architects; $1,500,000.

Theater building, Hollywood Boulevard between Wilcox and Cahuenga, Alexander Pantages, owner; $1,500,000.

Hotel, northeast corner of Ninth and Flower, Emil Olcovich, owner; $1,000,000.

Hotel, northwest corner Cahuenga and Yucca, Owens and Smiley, agents; $1,000,000.

Hotel, Hollywood Boulevard, George Wesley Davis, owner; $1,500,000.

Office building, Main and Commercial street, Pacific-Southwest Trust and Savings Bank, owners Dodd and Richards, architects; $1,000,000.

Hotel, Wilshire Boulevard and New Hampshire, Joseph Schenk and A. C. Blumenthal, owners; Walker and Eisen, architects; $1,000,000.

Office building, 518 South Spring, United Cigars Company, owners; $1,000,000.

Office building, southwest corner Tenth and Broadway, Builders' Exchange and J. B. Van Nuys, owners; Morgan, Walls and Morgan, architects; $1,500,000.

Apartments, Rossmore and Rosewood, Park Cowan, owner; John C. Austin, architect; $1,000,000.

Club building, Wilshire and Carondelet, Southern California Athletic and Country Club, owners; Edwin Bergstrom, architect; $2,000,000.

Club building, Sixth and Parkview streets, Elks' Lodge, owners; Curlett and Beelman, architects; $1,500,000.

Club building, Sixth and Figueroa, Jonathan Club, owners; Schultze and Weaver architects; $1,000,000.

Club building, 1500 South Figueroa, Jinnistan Grotto, No. 76, owners; $1,000,000.

Church, West Adams and Figueroa, St. Vincent's Church, owners; A. C. Martin, architect; $1,000,000.

School units, Vermont and Madison, California Christian College, owners; Robert H. Orr, architect; $1,000,000.

Mercantile building, Eighth and Broadway, Hamburger's Department Store, owners; A. C. Martin, architect; $2,000,000.

Mercantile building, Sixth and Broadway Desmond's, owners; A. C. Martin, architect; $1,000,000.

Mercantile building, Seventh and Hill; Bullock's Department Store, owners; Parkinson and Parkinson, architects; $1,000,000.

Hospital addition, Sunset Boulevard and Beaudry, St. Vincent's Hospital, owners; John C. Austin, architect; $1,500,000.

Hotel, Broadway between Ninth and Tenth streets, Trattner and Harrison, owners; Walker and Eisen, architects; $1,500,000.

Hotel, Sixth and San Pedro, Business District Development Company, owners; Charles F. Whittlessey, architect; $2,000,000.

Office building, northeast corner Seventh and Los Angeles streets, Samuel Goodman, owner; Walker and Eisen, architects; $1,000,000.

Mercantile building, Broadway between Sixth and Seventh streets, A. C. Blumenthal and associates, owners; S. Tilden Norton, architect; $2,000,000.

Office building, Eighth and Flower streets, Los Angeles Gas and Electric Corporation, owners; Parkinson and Parkinson, architects; $1,500,000.

Office building, Hollywood Boulevard and Cherokee street, Platt Music Company, owners; Schultze and Weaver, architects; $1,000,000.

Office building, Broadway near Ninth, Western Costume Company, owners; Kenneth MacDonald, Jr., architect; $1,000,000.

Office building, southeast corner of Ninth and Olive, Insurance Exchange Building Corporation, owners; Curlett and Beelman, architects; $1,000,000.

Office building, Spring between Eighth and Ninth streets, J. Benjamin Fahy, owner; Otto Neher, architect; $1,500,000.

Bank building, northeast corner Eighth and Olive, Pacific-Southwest Trust and Savings Bank, owners; $1,000,000.

Mercantile building, Broadway between Eighth and Ninth streets, Robbins Clothign Store, owners; S. Tilden Norton, architect; $1,000,000.

Office building, southeast corner Eighth and Olive, Eighth and Olive Holding Company, owners; Walker and Eisen, architects; $1,000,000.

Office building, Hollywood Boulevard and McCadden Place, Commercial Building Company, owners; John C. Austin, architects; $1,000,000.

Warehouse, Slauson and Central avenues, William McGee, owner; $1,000,000.

Office building, southeast corner of Hollywood Boulevard and Ivar, Guaranty Building and Loan Association, owners; John C. Austin, architects; $1,000,000.

Office building, Tenth and Hope, Standard Oil Building; owners; $1,000,000.

Office building, Hollywood Boulevard and Vine, Taft Realty Company, $1,000,000.

Hotel, Sunset Boulevard and Highland, Algonquin Hotel Company, owners; $1,000,000.

Apartments, 1724 Sycamore avenue, Graystone Apartments Company, owners; Curlett and Beelman, architects; $1,500,000.

Theater, southeast corner of Fifth and Grand, Biltmore Theater; Schultze and Weaver, architects; $1,000,000.

City Hall, Main street between First and Temple, $5,000,000.

Theater, northeast corner of Washington and Vermont; West Coast Theaters, Inc., owners; $1,000,000.

Office building, Broadway between Fifth and Sixth, Mercantile Arcade Building Company, owners; MacDonald and Couchet, architects, $3,000,000.

Office building, Rampart Boulevard between Seventh and Eighth, Southern California Telephone Company; $1,000,000.

Warehouse, Central Manufacturing District, Frank Chase, architect; $1,000,000.

Apartments, northeast corner Vine and Yucca, Clarendon Apartments; Walker and Eisen, architects; $1,500,000.

Commercial building, northwest corner Pico and Figueroa, Evening Herald, owners; Morgan, Walls and Morgan, architects, $1,000,000.

Office building, Spring near Sixth street, Pacific-Southwest Bank, $1,500,000.

Hayward Hotel Addition, Sixth between Spring and Broadway, $1,000,000.

Clark Hotel addition, Hill street between Fourth and Fifth streets, $1,500,000.

MANY NEW HOME SUBDIVISIONS

Thousands of Lots Made Available for Homes, Factories, Warehouses and Mills

BY E. G. LEAF

ONE THOUSAND AND FIFTY-SEVEN new tracts of land were put on the market in Los Angeles and its immediate environs during the first nine months of 1923, according to figures compiled by G. Gordon Whitnall, director of the City Planning Commission.

All previous records of subdivision activity in Southern California were broken. This is stupendous, in view of the fact that in 1922 over 56,000 lots were prepared for the builder in new subdivisions and 93 per cent of them were sold.

In a report recently released by the Security Trust and Savings Bank, J. R. Douglas, vice-president and manager of the research department, states that by actual count of subdivision plans officially filed with the County Recorder, 11,608.1 acres were subdivided into lots last year. Over 80 per cent of these lots, the report states, were within or just outside of the city limits of Los Angeles, and were acquired by a veritable army of people who added 116,000 new names to the city directory last year. This makes understandable the reason why this city has been hard put to provide adequate telephone, street car and other services, which an English traveler in America recently referred to as "modern inconveniences."

The following table shows the details of number of subdivision lots and acreage for the different cities involved:

	No. of Subdivisions	No. of Acres	No. of Lots
Los Angeles—			
Entirely or partially within city limits	249	4,839.8	24,268
Outside of, but near city limits	232	2,895.4	22,122
Glendale	85	765.6	3,015
Alhambra	22	533.6	2,259
Beverly Hills	8	404.9	1,064
Hyde Park	5	156.6	365
Eagle Rock	14	128.8	481
Pasadena	17	237.4	630
Burbank	19	173.5	493
Inglewood	10	76.2	227
Culver City	4	310.2	313
South Pasadena	3	30.1	137
Totals	668	11,695.1	56,602

But, as may be seen, no account is taken of the cities of Santa Monica, Ocean Park, Venice, Compton, Torrance, Van Nuys and Lankershim, where considerable subdivision activity took place. Nor are the new mountain subdivisions included, offering the weary Los Angeles business man bracing climates ranging from 5000 feet altitude on up, and including every kind of weather from balmy Indian summer to raging blizzards, all within a few hours' engine-climbing from his office. There is nothing that disgruntles the old-time mountain hiker more than to roll out of his blankets on some Sierra peak and find that he has camped on a new subdivision decorated with flaming flags and signs and christened with a name culled from Robin Hood. As he burns his bacon the hiker consigns all realtors to the flames, but busy city people are buying the lots and putting up their week-end cabins, adding a picturesque note of architecture to the hills.

Not only is rapid cutting up of land for the Los Angeles market a remarkable reaction to the city's jump in population, but it acts also as a barometer of business figures which climb to the top of the scale. Nearly 1500 acres, opened up during 1923, were restricted solely for the use of factories, warehouses and mills, which are establishing themselves here in order to take advantage of the admirable shipping facilities afforded by Los Angeles Harbor.

It is obvious to even those afflicted with nearsightedness that the industrial growth of Los Angeles is tending more and more toward our thriving harbor, which links Los Angeles with world markets. And, on the other hand, sufficient outlying properties in other directions are being developed to make it unnecessary for the truck grower or clever one-acre man to go into this section of the city.

Notable among recent industrial subdivisions should be mentioned the purchase of 516 acres of the old Carrol W. Gates Estate, just east of the city limits, near Montebello, by the Union Pacific, which is improving and cutting up this property for factory and railway maintenance buildings.

Another large enterprise was recently started by the purchase of 300 acres east of Vernon, to be called the Central Manufacturing District. This tract is being developed after an industrial plan which proved feasible in Chicago and 100 acres, the northern portion, are already being used by the Los Angeles Stockyards.

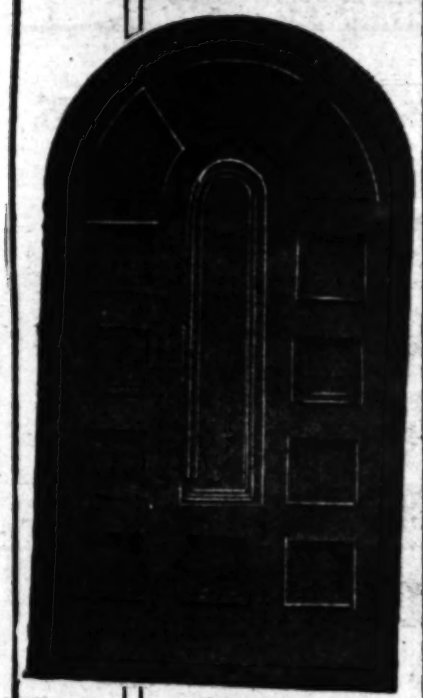
Two big cotton mills have opened up model milling tracts within the last few weeks; the Pioneer Pacific Worsted Company has started a center called Coburn, and on the Ocean-to-Ocean Highway a group of local financiers have begun extensive improvements on a tract termed the Eastlake Industrial District, which will have the Los Angeles cotton mills for its central grouping. This idea of unification which seems to be taking possession of the manufacturing mind in Los Angeles is an effort to seek mutual advantages from transportation facilities and availability of raw-material supplies. The little city of Alhambra offers an arresting example of this industrial feature. This thriving town has protected her home builders by setting aside a zoned district of 300 acres to house her industries.

Although interesting industrial centers are being developed here from designs that have proved successful in our great eastern cities and, although Los Angeles now has the nucleus for large rubber, automobile, textile, clothing and packing centers, still the vast area comprised within the city limits affords firms, desirous of establishing themselves here, the widest latitude in choosing desirable locations. They are not forced to locate in certain sections, as is the case in more congested and compactly planned places.

The fact that an exhaustive survey made of home-building activity in and about Los Angeles by the Los Angeles Railway Company shows that the greatest amount of building was centered around the new manufacturing sections, humming with workers, is evidence that the industrial development of Los Angeles is a response to an actual demand.

Besides industrial tracts, subdivisions in Los Angeles county naturally group themselves into residential tracts, farm lands and oil developments. Very often these subdivisions not only mark the creation of new suburban additions to already established districts, but bring to life an entirely new city, designed by some California architect, which flourishes and within a short time is equal in size to its neighbors.

Seven Acres Under Roof—San Fernando at Tyburn



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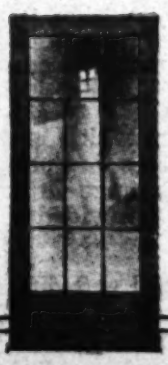
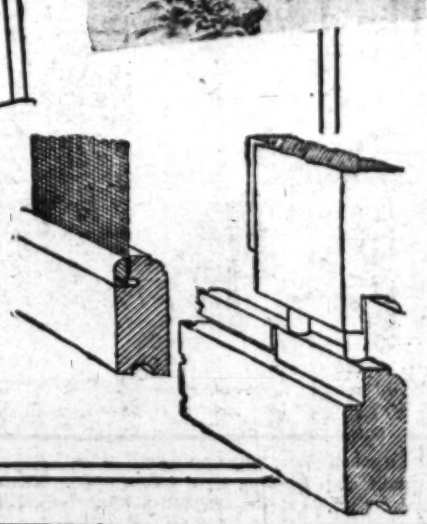
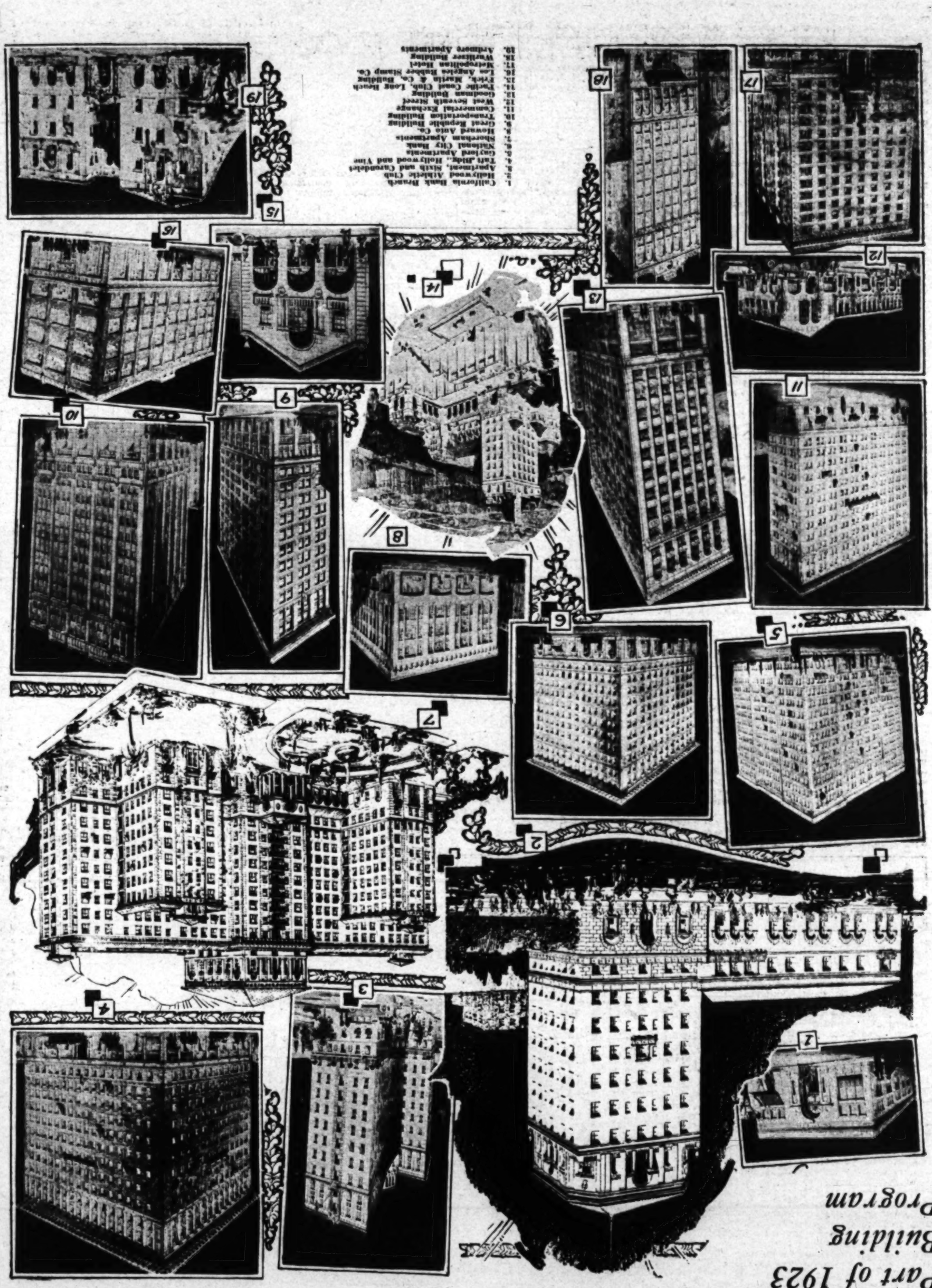




PACIFIC DOOR AND SASH COMPANY

LOS ANGELES



Part of 1923 Building Program

SCORES OF MILLION-DOLLAR STRUCTURES

A Review of the Major Construction Projects of 1923 Shows $132,000,000 Program

BY E. G. LEAF

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Hotel, southwest corner of Bixel and Ingraham, Jack Foote, owner; L. L. Jones, architect; $1,000,000.

Apartments, 618 Benton Boulevard, Albert Kaufman, owner; $2,000,000.

Apartments, Ivar avenue near Hollywood Boulevard, B. E. Harrison, owner; E. M. Frazier, architect; $1,500,000.

Mercantile building, Broadway between Sixth and Seventh streets, A. C. Blumenthal and associates, owners; S. Tilden Norton, architect; $2,000,000.

Office building, Eighth and Flower streets, Los Angeles Gas and Electric Corporation, owners; Parkinson and Parkinson, architects; $1,500,000.

Office building, Hollywood Boulevard and Cherokee street, Platt Music Company, owners; Schultze and Weaver, architects; $1,000,000.

Office building, Broadway near Ninth, Western Costume Company, owners; Kenneth MacDonald, Jr., architect; $1,000,000.

Office building, southeast corner of Ninth and Olive, Insurance Exchange Building and Loan Association, owners; John C. Austin, architects; $1,000,000.

Office building, Tenth and Hope, Standard Oil Building; owners; $1,000,000.

Office building, Hollywood Boulevard and Vine, Taft Realty Company, $1,000,000.

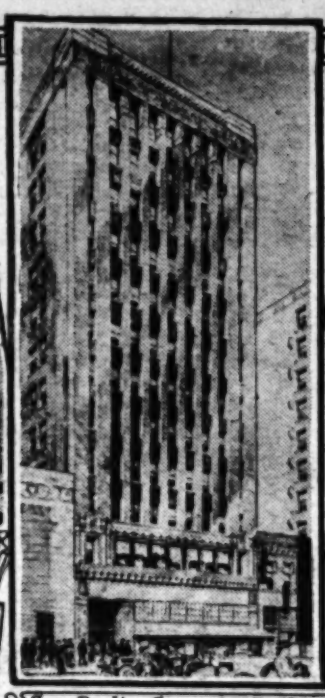
Hotel, Sunset Boulevard and Highland, Algonquin Hotel Company, owners; $1,000,000.

Apartments, 1724 Sycamore avenue, Graystone Apartments Company, owners; Curlett and Beelman, architects; $1,500,000.

Theater, southeast corner of Fifth and Grand, Biltmore Theater; Schultze and Weaver, architects; $1,000,000.

City Hall, Main street between First and

Farmers & Merchants Bank Building – Long Beach.

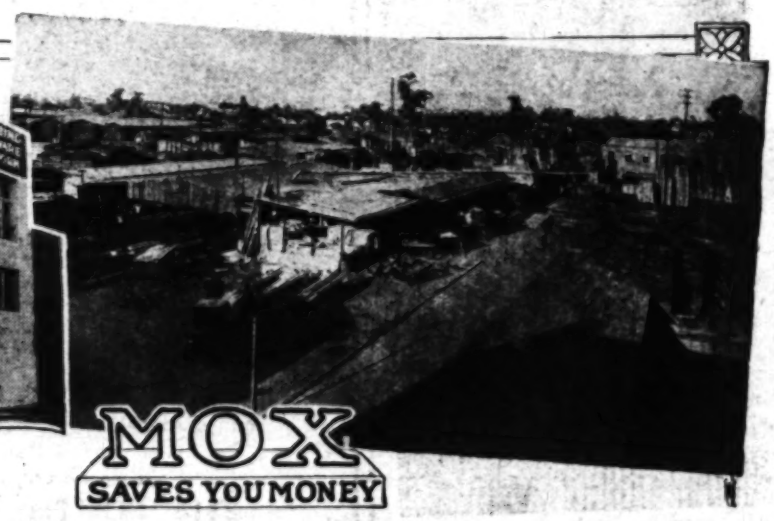

Sun Realty Company Building 742 South Hill Street

Security Trust and Savings Bank Building – Glendale

First National Bank Building, Pomona

J. V. McNEIL Co.
CONTRACTORS
MEMBER
ASSOCIATED GENERAL CONTRACTORS OF AMERICA
AGC

Milton & Cooper Dry Goods Company Building at Ninth and Los Angeles Sts.



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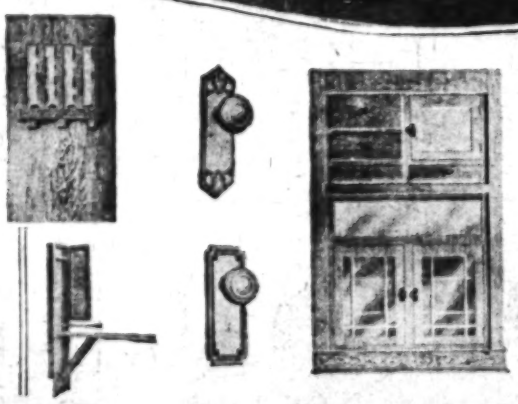

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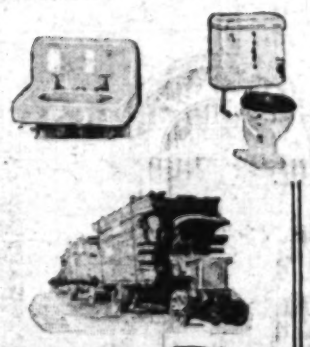

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LOS ANGELES, CAL.

California is Premier Producer of Petroleum

State Fields Yielded at the Rate of a Million Dollars a Day During the Year Just Passed

BY HOWARD C. KEGLEY

IF CALIFORNIA never before earned the right to be called the Golden State it earned it in 1923 by producing $1,000,000 worth of crude oil every day for 300 working days.

A few years ago California was merely known as a producer of petroleum. During the past year it became famous as the producer of petroleum.

California's flush output so overwhelmed the country that the cost of gasoline dropped to the lowest point in eight years, and the big fields of such oil States as Oklahoma and Texas were temporarily shut down to prevent a market collapse.

Up to now no other field in the United States has yielded so much crude oil in a given length of time as one field in Southern California has yielded in the last two years. No field, unless it be that of Powell, Tex., which is now in its ascendancy, has yielded so many barrels per day as Santa Fe Springs yielded during 1923, and no field in the world, unless it be the Baku field in Russia, has produced so many barrels of oil per drainage acre. Up to now the Santa Fe Springs field has turned out more than 425,000 barrels of crude per drainage acre, according to the most accurate reports available.

California, in the past year, produced in the neighborhood of 37 per cent of all the crude oil produced in the United States. Even then she was not doing her utmost, because hundreds of the older wells in the State were capped during the entire year, and entire fields, such as Montebello and Murphy-Coyote, were shut in because the State was producing more oil than it could ship or store.

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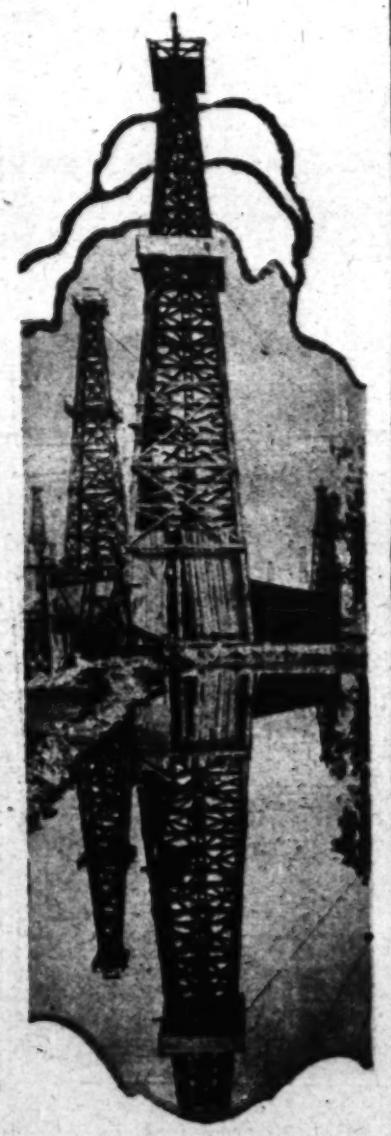
Thirteen Hundred New Wells

DURING the twelve months just closed California drilled and completed about 1300 oil wells, which was approximately the same number completed during the previous year, but a much greater number than were drilled during the year before that, and the unusual thing about these wells was that most of them were gusher producers—ranging in capacity between 1000 and 10,000 barrels per day.

Upward of 400 big petroleum wells were completed in the Los Angeles Basin alone during the year 1923, and at the height of their flow they were capable of producing perhaps 700,000 barrels per day, although, under curtailed flow, they actually yielded about 675,000 barrels per day at their peak, along about the middle of July.



Oil well and pool, Santa Fe Springs.

The singular thing about the past year in oil is that the center of production shifted completely from the San Joaquin Valley to Southern California. The center was slipping quite some during the previous year, when Long Beach and Huntington Beach were hitting their stride as oil fields, and suddenly the whole scene changed, Los Angeles and Orange counties being the major producers of petroleum—yielding probably three-fourths of the whole State's output.

• • •

Two Great Fields

IN MANY respects the country has never seen two such oil fields as Santa Fe Springs and Long Beach. The latter, with its sands of more than 3000-foot depth, and the former with its heavy gas pressure and light gravity oil, have truly been wonders of the petroleum world during the last two years.

Each field has afforded several rich producing sands, at different depths, the deepest having been found at approximately 4600 feet in one field and about 4800 feet in the other. The Signal Hill dome at Long Beach was the first place in the United States to yield oil from a depth of one mile and over.

There is no doubt but that at one time during the year California could have produced 1,000,000 barrels of petroleum per day had she cut loose all her wells and allowed them to flow their maximum.

Based upon American Petroleum Institute figures, dealing with production during July, the Southern California fields alone yielded more oil per day than six of the big oil-producing districts of the country, outside of California.

The districts in question, with their daily production, as of July, are as follows: Kansas, 84,800 barrels; North Texas, 74,050 barrels; Arkansas, 141,300 barrels; Central Texas, 165,500 barrels; North Louisiana, 65,100 barrels; Gulf Coast, 98,150 barrels; a combined daily output of 628,900 barrels, against 676,100 barrels a day for four fields in just two counties of Southern California. The difference in favor of the Southern California fields is sufficient to offset half the daily production of the Rocky Mountain oil district.

California was then yielding more crude oil than Oklahoma, Texas and Arkansas, three of the great petroleum regions of the United States, and the bulk of this California oil is being produced in Los Angeles and Orange counties, two of the coastal counties which, until a few years ago, were chiefly devoted to citrus-fruit growing and diversified farming.

• • •

The Los Angeles Basin

LYING within a radius of thirty-five miles, and so situated that one might make a complete tour of them by auto in one day, the oil fields of the Los Angeles Basin, in less than two years, reared their 120-foot derricks above the housetops of Long Beach and the orange groves at Santa Fe Springs, and shot their black gold skyward at a rate which astonished the world.

In a miraculously short period of time they caused a new petroleum capital to rise within two miles of tidewater at Los Angeles Harbor, and sent forth crude oil shipments by tanker which did for the Panama Canal which all of the other maritime trade that the United States Shipping Board could muster had failed to do—put the canal on a paying basis for the first time in its history. It afforded the Shipping Board a market for $40,000,000 worth of oil tankers and knocked the bottom out of the gasoline market from coast to coast, making itself felt even as far away as the British Isles, where gasoline prices were lowered late in November.

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Santa Fe Springs

THE Santa Fe Springs field is producing probably the lightest oil obtained in California. It tests from 30 to 35 deg. Baume. The oil at Signal Hill is almost as light, sometimes ranging above 30 deg., and the Huntington Beach oil ranges up to 28 to 30 degs. Such oil carries a gasoline content ranging up to 30 per cent of the crude petroleum. Coupling this vast quantity of crude oil with the "cracking" process has made it possible for refineries to obtain nearly two drops of gasoline where there was formerly but one.

When the oil business in Southern California began to attain such huge proportions early in 1923, the general public became interested in it, principally from the standpoint of possible large profits, and a large number of small independent companies were organized for the purpose of developing oil property.

The Long Beach, Huntington Beach and Santa Fe Springs fields all offered the small companies an excellent opportunity to break into the business, because the field each embraced a great deal of subdivided land, most of which was broken up into town lots and half acres.

It was easy to raise money with which to finance a well, and in the course of a few weeks the fields were literally freckled with new derricks. The result was that within ninety days a fresh crop of new producing wells was pouring out a torrent of crude each day. This, together with reports that wells were flowing from 3000 to 15,000 barrels of oil per day, gave the drilling campaign such impetus that by May 1 it became apparent that the existing facilities would be incapable of handling the quantity of oil that would come to the surface as soon as wells then being drilled were completed.

Four hundred oil producers held a meeting and decided, after fruitless efforts to persuade several hundred companies to agree upon a plan to suspend drilling operations for a fixed period of time, that it would be necessary to prorate the pipe-line run from producing wells. It was at first decided to check the flow 30 per cent. After a time it became apparent that this amount of curtailment would not suffice, and the pinch-down was increased to 35 per cent, and finally up to 50 per cent.

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Production Gains

AT ONE time during the prorating campaign, it was estimated, upward of 400 potential producers were closed down entirely in the various fields, while upward of 500 wells of the gusher type, in the Los Angeles Basin fields, were being retarded from 30 to 50 per cent in flow.

And yet the production of oil in the Los Angeles Basin climbed up in a few months from about 250,000 barrels per day to about 650,000 barrels per day. Despite the fact that California had what was regarded by the petroleum industry as an extensive pipeline system, embracing more than 3000 miles of conduits, ranging in size from six to ten-inch, it was soon apparent that the oil-transportation system was wholly inadequate and that the empty-tank space could not possibly hold all the oil that would be brought to the surface before the gusher fields had spent their utmost strength.

Despite the fact that previous history made it appear that much of the space which would have to be provided, in order to handle the flood of crude oil when the fields were at their peak, would probably never be used but once, and some of it perhaps not at all, half-a-dozen of the biggest companies launched themselves into the task of providing facilities for taking care of the enormous temporary surplus which loomed ahead.

It has been conservatively estimated that these companies spent, in less than a year and a half, probably $100,000,000 in order to provide facilities with which to handle the petroleum deluge of two counties.

This immense sum was spent in the construction of pipe-line gathering systems, trunk-pipe lines, pumping stations, harbor-loading facilities, additional tank steamers, additional refinery equipment, etc. Nearly $40,000,000 was spent for new oil reservoirs and tanks, which are the largest that the world has ever known.

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New Petroleum Tanks

THE Pan-American Petroleum Company, which is headed by E. L. Doheny, expended alone, for a gigantic tank farm and refinery at Watson Junction, near Los Angeles Harbor, $18,000,000. The Shell Company of California built a similar plant in the same neighborhood, at a cost estimated as being fully $10,000,000.

In less than a year Southern California erected petroleum-storage tanks capable of holding 14,500,000 barrels of oil, and enough earthen reservoirs to hold 21,500,000 barrels of crude. This was all special storage, and it does not take into account fully 2,000,000 barrels of field storage at the wells. During the late summer and fall there were constructed 8,750,000 barrels of steel tank storage and more than 23,000,000 barrels of concrete-lined earthen reservoirs, the former for storing gasoline or other refined products and the latter for storing crude oil. Four companies erected a combined storage capacity of 6,500,000 barrels.

It is thought that the recent oil-storage building program embraces 75,547,775 barrels of capacity, representing an expenditure of $38,829,164.

One oil company in California started May 1 on its storage construction program and maintained a program of 30,000 barrels capacity per day every day up to October 1. Among other things it built an earthen reservoir 1050 feet long, 718 feet wide and 33 feet deep. Its roof covers an area of fifteen acres, and the container can store 3,000,000 barrels of crude. The enormity of this one piece of work is almost beyond the wildest stretch of imagination, and yet as big as the reservoir is, when it was completed it was only capable of holding the amount of oil that California's wells were then capable of producing in four short days.

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Vast Oil Storage

THE crude-oil storage program of 1923 is best summed up by asking the reader to picture, filled with petroleum, a lake 5280 feet long, 4440 feet wide and 30 feet deep. Such a lake of oil would exactly cover 475 acres of area to a depth of thirty feet. This quantity of oil was placed in storage, in addition to the amount which was consumed, and the barrels which were shipped from Los Angeles Harbor during the year. It is, indeed, greatly to the credit of the petroleum industry that, in spite of the acuteness of the situation, not a barrel of petroleum, other than the customary loss around the wells in their ordinary operation, went to waste.

Along with the vast quantity of crude oil which was taken from the fields of Southern California during the year, a tremendous amount of natural gas manifested itself. Much of this was used for industrial and domestic purposes in Los Angeles and adjacent cities, but the supply was so bountiful that not half of it could be used in that way.

This situation called for the construction of, perhaps, as many as thirty-five or forty wet gas absorption plants, for the manufacture of casing-head gasoline. This branch of the industry grew, in the course of a few months to the point where it was capable of turning out 300,000 gallons of casing-head gasoline per day in the three major fields.

The refinery business enjoyed tremendous growth, several enterprising new companies springing into prominence as refiners and wholesalers or retailers of gasoline. At Watson Junction, near the Harbor, in one short year, upward of $40,000,000 was spent on refinery sites and plants, while, perhaps, $10,000,000 worth of smaller refineries are now being erected at Hynes, only a few miles distant.

Petroleum men from Oklahoma and other important oil-producing States, who have looked over the local situation, assert that Watson Junction is entitled to be known as the petroleum capital of the world, because of its vast tank farms, storage facilities, refineries and pipe lines. Less than two years ago the site this development occupies was low-priced tide land.

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Big Year Indicated

THERE are those who wonder what the morrow will bring forth. Eastern oil interests are especially anxious to know what to expect. It is true that the natural decline of production set in late in summer at Long Beach, Huntington Beach and Santa Fe Springs, and the daily output of their wells is going down steadily, but it is also true that the Torrance field, which was in its infancy during the past summer, is now producing about 50,000 barrels of oil per day, with 150 wells drilling; and the Compton field, discovered in August, is rapidly forging to the front.

Petroleum engineers freely admit that the Compton field, at its peak, should easily outstrip the best performance of the Huntington Beach field. This means a daily output of 150,000 barrels per day, at least, when Compton hits its peak. Long ago it was admitted by operators that the Torrance field should produce 100,000 barrels a day at its best. That appraisal was placed upon its possibilities in the days when its new wells were coming in at the rate of 150 to 500 barrels a day. In recent weeks all its new producers have been flowing from 800 to 1800 barrels a day, with some rising to a point between 2000 and 3000 barrels. Torrance might easily develop into a 130,000-barrel field, operators admit.

Then there's the Wheeler Ridge district, discovered early in 1923, and rapidly accumulating a small forest of derricks. It has splendid possibilities. The San Joaquin Valley oil fields are awakening from the long sleep into which they were plunged when the Los Angeles Basin fields began gushing their black gold two years ago. It looks as though the fields in the central part of the State are going to enjoy a lively drilling program during the new year.

Altogether it looks like another big year in oil, with California, perhaps, occupying the center of the stage, or at least playing a leading part in that great commercial drama—petroleum production.

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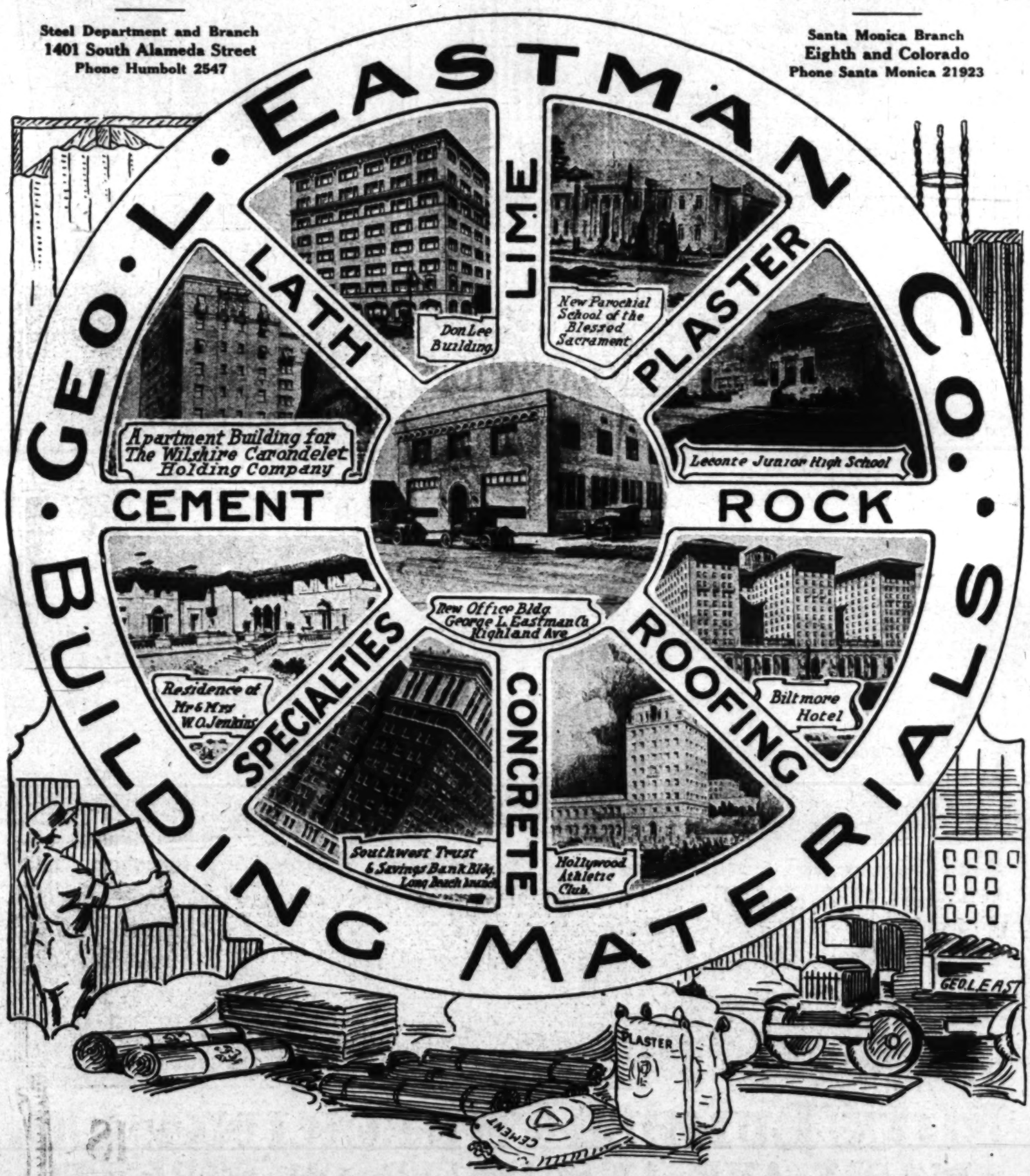

"BUILDING MATERIALS FROM THE GROUND UP"

Fifty Million Barrels of Oil Through Panama Canal

Los Angeles Sends Tankship Eastbound Every Ten Hours; Canal Revenues Nearly Twelve Millions

BY CLARENCE H. MATSON

WHEN a commercial survey of the present and prospective commerce of Los Angeles Harbor was made by the Chamber of Commerce for the War Department last January, on which the further improvement of the harbor by the Federal government was asked, it was estimated that the year 1923 would see 50,000,000 barrels of California oil shipped through the Panama Canal from Los Angeles.

This estimate was made solely on the authority of oil men who had knowledge of contracts then under negotiation, because up to ninety days before the estimate was made, the movement of oil from Los Angeles to the Atlantic seaboard was almost negligible.

How well this estimate has been borne out is evidenced by the fact that in the six months from May to October, inclusive, the actual shipments of oil in tankers from Los Angeles through the Panama Canal amounted to 33,040,535 barrels. The figures prior to May are not available, for it was not until the month of May that the Trade Expansion Department of the Los Angeles Chamber of Commerce began to receive from the Panama Canal monthly statements of Los Angeles oil moving through the canal.

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Big Revenue to Canal

THIS oil went to the eastern seaboard of the United States; to Tampico and Tuxpan on the east coast of Mexico; to Europe, and to the east coast of South America, particularly Buenos Aires.

In the six months stated 435 loaded tankers went eastbound from Los Angeles through the Canal, or an average of one every ten hours, day and night, throughout the entire six months.

These tankers came westbound in ballast, carrying no cargo, and, therefore, paid only about 75 cents per net registered ton for passing through the Canal, but eastbound they paid the regular rate for loaded ships. These Los Angeles tankers paid the government a total of $4,552,232.86 in the six months named.

The total revenues of the Canal for that period approximated $11,820,000, so that Los Angeles oil alone paid the government nearly 40 per cent of total earnings of the Panama Canal, and, in fact, put the Canal upon a revenue-paying basis.

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Pacific Distribution Greater

BUT this is only one phase of Los Angeles oil shipments. The distribution on the Pacific is even greater than that on the Atlantic. Most of the oil business of San Francisco Bay now comes from Los Angeles, for the refineries on the upper reaches of the bay obtain much of their crude for refining from tanks loaded at Los Angeles.

Large shipments, likewise, are made to Puget Sound and British Columbia. Others go down the west coast of South America to Chile and Peru. Honolulu gets frequent shipments, and enormous quantities are shipped across the Pacific to the Orient. Among the lands across the seas to which Los Angeles oil has gone this year have been China, Japan, Korea, Hongkong, Philippine Islands, Straits Settlements, Australia and New Zealand.

Both the crude and refined products are shipped across the Pacific, the latter being principally kerosene. The following figures show the total barrels and value of each kind of oil shipped to the countries named in the fiscal year ending June 30, 1923:

	Barrels	Value
Crude oil	319,508	$ 745,773
Gas and fuel oil	1,445,740	1,947,678
Gasoline	94,072	870,817
Illuminating oils	450,646	2,955,763

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Much Goes to New York

PROBABLY more than one-half of the oil going to the Atlantic seaboard goes to the vicinity of New York in the form of crude for the great refineries there, but eastern manufacturers who have been harassed in recent years by coal strikes, railroad blockades, shortage of rail equipment and other causes that have made it difficult for them to obtain coal, are looking more and more to California oil as a fuel supply, and some fuel oil already is going East.

The principal eastern seaports to which Los Angeles has shipped oil in recent months have been New York, Baltimore, Fall River, Mass.; Philadelphia, Boston, Chester, Pa.; New Orleans, and Charleston, S. C., with occasional cargoes to a number of minor cities.

Naturally a great increase in oil-handling facilities has been necessary at the harbor to take care of this great amount of oil tonnage.

Up to a few months ago only three of the big companies had oil-loading wharves here—the Standard and the Union facing on the Turning Basin and the General Petroleum on the Breakwater. In recent months these have been augmented by the construction of tank facilities and loading wharves by the following companies:

Associated Oil Company, on the west side of the West Basin.

Shell Oil Company, on the east side of Slip No. 1.

Petroleum Midway Company, Ltd., on the north side of the East Basin Channel.

Pan-American Petroleum and Transport Company, on the east side of Municipal Pier No. 1.

General Petroleum Corporation, on the property of the Southwestern Wharf Company.

The Petroleum Export Corporation is building facilities for shipping both crude and refined oils, on the south side of the East Basin.

Most of the oil is shipped over municipal wharves, and the increase in the shipments over these wharves in ten months of 1923 is shown by the following figures:

	Barrels
January	6,488,959
February	6,806,846
March	7,923,827
April	9,954,495
May	11,060,725
June	11,210,511
July	12,650,430
August	11,619,810
September	12,927,485
October	12,263,100

These figures do not include the shipments of the General Petroleum Corporation, which do not move over municipal wharves.

CALIFORNIA'S PECULIAR OIL CONDITIONS

Twenty-Two Established Fields Each of Which Has Attributes Peculiar to Itself; Wells Shallow and Deep

BY HOWARD C. KEGLEY

NO other part of the civilized world offers the oil producer such a wide variety of conditions as California affords. The quest for petroleum in this State may be carried on the whole year through, and under conditions which fit themselves, in most cases, to the size of the pocketbook.

There are twenty-two established oil fields in the Golden State, and each has been developed under conditions peculiar to itself. A singular thing about oil development here is that it can be found at almost any depth if the drill is put down in the right place.

Oil in quite profitable quantities was discovered more than thirty years ago, at Summerland, at a depth of only 250 feet. This field, which is located in tidewaters, has 135 wells and at one time yielded 75,000 barrels of oil a year.

The longest jump from these conditions to the extreme lands one at Signal Hill, at the outskirts of Long Beach, where one well is now producing about 1200 barrels of crude per day from a depth of 5970 feet. This well, it is estimated, cost close to $160,000, while the entire 135 at Summerland, at the time they were drilled, probably didn't cost much more than that amount.

There are sections of the San Joaquin Valley oil fields where 300 to 800-barrel producers can be obtained at depths around 700 to 900 feet. The Hovey Hills, now in course of steady development, afford a good example of such shallow drilling. This district is getting wells yielding from 100 to 200 barrels per day, at depths around 1000 to 1500 feet, the holes averaging a cost of about $15,000 each.

In rather sharp contrast to this situation is the condition at Santa Fe Springs, where, a year ago, operators never set aside less than $125,000 for the drilling and completion of a well in the Meyer sand—going to a depth of perhaps 4650 feet.

The Torrance field offers still another development condition. Wells in that region are being drilled to a depth of about 3700 feet, and the big operators, who are able to carry on their work with considerable efficiency, say that they can complete wells there for about $65,000 to $75,000; nearer the former, perhaps, than the latter. Such wells appear to yield between 500 and 1800 barrels, with 1200 as a good average, perhaps.

Farther down the State, at Newport Beach, a company recently struck a deposit of heavy base oil—almost pure asphaltum—at a depth of about 900 feet, with indications that a thinner deposit might be developed at shallower depth.

There are parts of the State where oil seepages may be found. It was such a seepage which led to the discovery of the Los Angeles-Salt Lake field, many years ago. E. L. Doheny founded his great oil business as a result of the tracing out and development of an oil seepage from the vicinity of Westlake Park. This is thought to have been an outcropping from the deposits of asphaltum in the La Brea tar pits, near Wilshire Boulevard, which later yielded up the bones of hundreds of prehistoric animals.

Within the last three or four years the Standard Oil Company of California has established what is probably a world's record in the drilling of deep test holes here. There are at least three of these at different points in the central part of the State, and two in Southern California.

One of these is a hole at Huntington Beach, which went down upwards of 6000 feet, and is reported to have cost somewhere near $325,000. Another deep test has been in course of drilling at Santa Fe Springs for about a year. This hole was recently down about 7300 feet, with no indications of oil beyond a point between 4300 and 4700 feet, which is the fixed production depth of the Meyer sand in that field. Operators believe that this hole has cost the Standard at least $350,000.

In that connection it might be well to explain that one reason for going so deep is that the Standard's policy calls for going as far as the drill can be operated, when once the hole reaches a considerable depth without promising signs of oil. The company endeavors, while it has a test hole going, to determine once and for all time whether or not it is worth while to drill beyond the prevailing production depth in any particular locality.

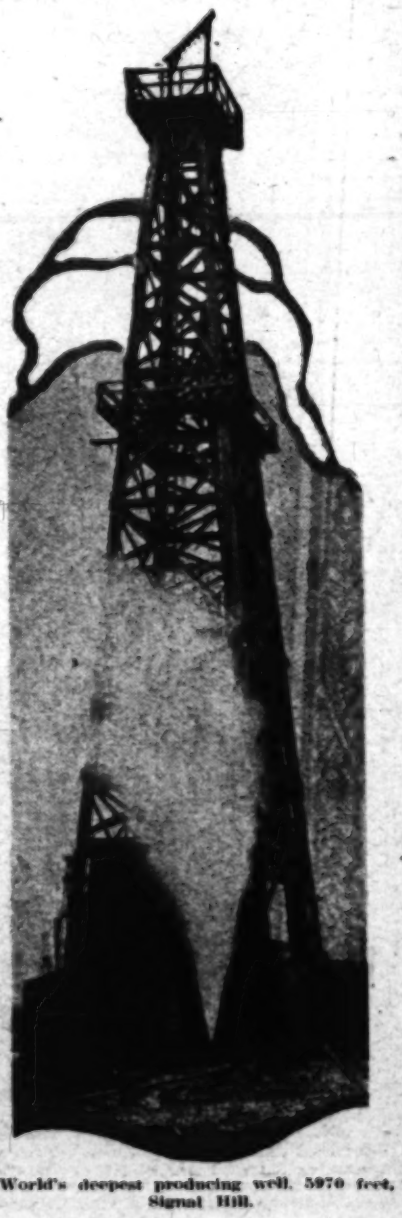
The Shell Company of California, which discovered the world-famous Signal Hill field at Long Beach about two years ago, has not endeavored to create any lasting petroleum history by drilling test holes of any considerable depth, but it was the first producing organization to drill, anywhere in the United States, a hole one mile deep, from which oil was secured.

Holes deeper than one mile have been drilled in other states, within the last twenty-five years, but they failed to pour out the golden fluid which the drillers sought. The Shell Company, early last year, completed at Signal Hill the first mile-deep producing hole. It yielded about 1500 barrels, after having produced for months from shallower sands.

The deepest producing hole in the world at present is the General Petroleum Corporation's Clock & MacWhinney No. 1, at Signal Hill. It, like many of the other deep holes in the southern fields of the State, was deepened from shallower sands. In recent months many of the companies which originally drilled to the first and second sands at Signal Hill and Santa Fe Springs have deepened many of their holes to levels around the 5000-foot mark.

There never was so much oil prospecting going on in the State as there is at present. Petroleum exploration extends from a point fifty miles south of San Francisco to a point near the Salton Sea in Imperial Valley, near Lancaster in Antelope Valley, in various parts of San Joaquin Valley, in San Diego county, at Sela Beach near Newport Beach, in the east end of Orange county, in San Fernando Valley, at Puente, at Montebello, near El Segundo, at the entrance to Los Angeles harbor, in the hills near Inglewood and Hyde Park, out near the Baldwin ranch in Arcadia, and in perhaps a dozen other places.

There are twenty-two distinct oil fields in the State and no less than seven of them are within thirty miles of Los Angeles, one of them—the newly discovered Compton field—is within fifteen miles of Broadway. Three of these fields—Torrance, Compton and Signal Hill—lie surrounding the harbor, and so close to it that oil shipments are unusually convenient. It is expected by operators that within a few months existing fields near the harbor will be greatly extended, and it is not improbable that as time goes on the background of the harbor on the land side will be a forest of derricks.



World's deepest producing well, 5970 feet, Signal Hill.

OIL PRODUCTION BY FIELDS

(Figures for Production and Stocks are in barrels of 42 Gallons)

District—	Barrels per month	Daily average Oct., 1923	Daily average Oct., 1922
Kern River	465,599	15,019	20,002
McKittrick	193,532	6,243	6,536
Midway-Sunset	2,298,350	74,140	78,872
Elk Hills	714,976	23,064	24,404
Lost Hills-Belridge	109,314	3,526	6,723
Coalinga	426,611	13,761	17,383
Wheeler Ridge	14,154	456	.....
Watsonville	1,783	57	61
Santa Maria	248,255	8,008	8,214
Summerland	4,513	146	150
Ventura-Newhall	304,889	9,835	9,894
Los Angeles-Salt Lake	101,297	3,267	3,707
Whittier	51,423	1,659	1,835
Fullerton	330,262	10,654	9,785
Coyote (shut in)	61,857	1,995	19,398
Santa Fe Springs	8,004,471	258,209	58,637
Montebello	318,244	10,266	14,617
Richfield	464,645	14,988	20,260
Huntington Beach	2,445,809	78,897	41,168
Long Beach	7,580,339	244,527	89,654
Torrance	394,395	12,722	1,088
Compton	41,682	1,345	.....
Total	24,576,400	792,787	432,835

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The Yard at 3122 San Fernando Road

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Other Yards
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1709 E. 25TH STREET
(Corner 25th Street and Long Beach Avenue)
3122 SAN FERNANDO ROAD
6641 SANTA MONICA BLVD.

The Yard at 2901 San Pedro Street

LOUNSBERRY & HARRIS
LUMBER DEALERS

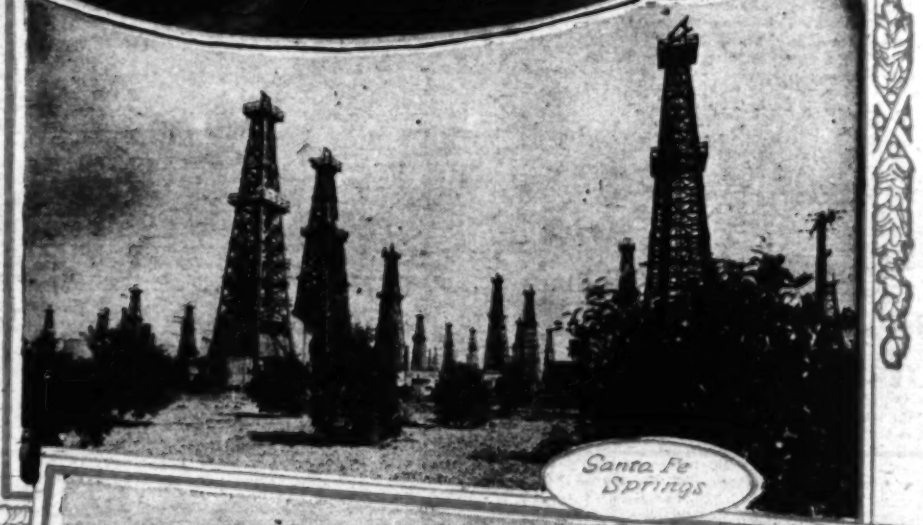
In California Oil Fields.

Aerial View of Signal Hill

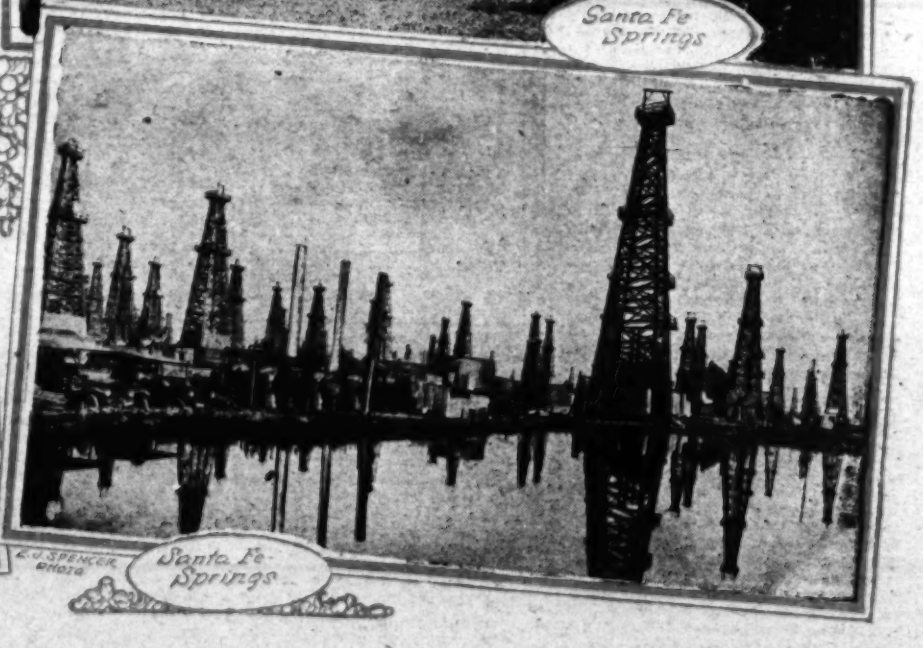
Portion of Signal Hill...

GEO. R. WATSON PHOTO

Drilling in Mountainous Regions...



Santa Fe Springs



E. J. SPENCER PHOTO

Santa Fe Springs...

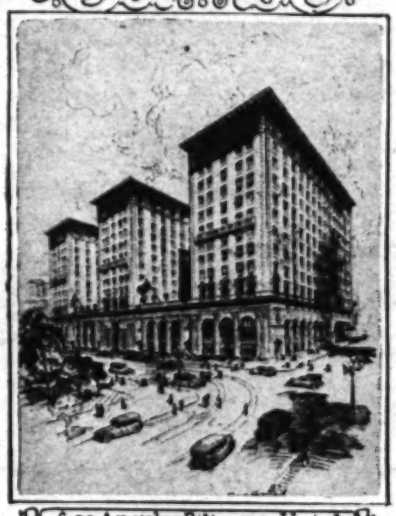
LOS ANGELES ROCK and GRAVEL CO.

V. A. Schweitzer
Secretary & Treasurer

H. W. Hawley President

Ray L. Hawley
Vice President

Bank of Italy Building
Lange & Bergstrom, Contractors



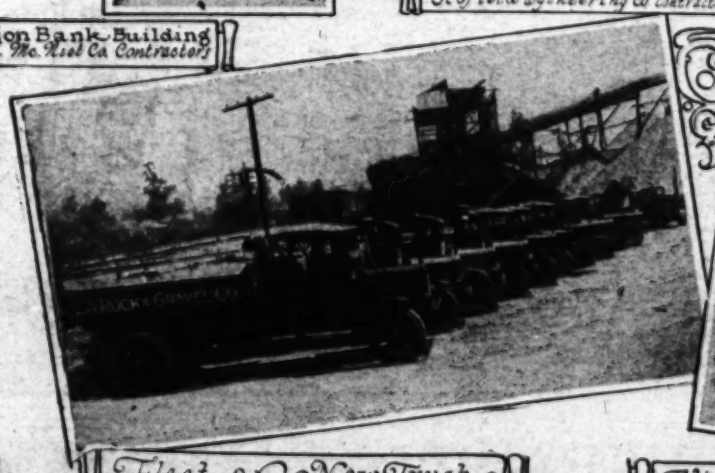
Los Angeles Biltmore Hotel

Loew's State Theatre Building
McDonald & Kahn Contractors

Pacific Mutual Building
Scofield Engineering Co Contractors

Automobile Club of Southern California
C. J. Kubach Co Contractors

Union Bank Building
J. V. McNiel Co Contractors



Fleet of New Trucks

View of the 6000 Ton Bin of Our New Plant

OUR MOTTO:—100% Quality Plus 100% SERVICE

Year of Financial and Business Progress Reviewed

Heavy Gains in Bank Deposits and Investments as Well as Huge Sum Invested in Homes and Other Buildings

BY CHAPIN HALL

Los Angeles has concluded another year of unprecedented financial and business progress and development; a year wherein record-breaking has become commonplace, and in which not a single target, set up last January, so far as preliminary statistics reveal, remains at which to sneer. It has been a clean sweep.

A year ago the writer prefaced a brief running survey coming within the purview of a trade review, with the bald statement that "1922 was the most important in the financial history of Southern California." The only change now necessary to bring the assertion down to the minute is that of the figure "2," so that the rendering may stand, "1923 was the most important in the financial history of Southern California."

It has been a record of continuous advancement. More money has gone into legitimate investment, conservative development, stocks and bonds, the establishment of new enterprises, the growth of savings deposits, new homes, and all manner of constructive things than ever before between New Year's morn and New Year's Eve. In this connection quotation is again made from last year's summary, to-wit: "At the end of the period the credit situation of the community is stronger than ever, and there is no reason now apparent why 1923 (1924) should not show the same relative improvement."

EVIDENCE of the remarkably strong financial position occupied by this community and the residents thereof is found in the contra circumstance that while never has the trend toward legitimate investment been so high, never have such vast sums gone into questionable securities, and never have the small investors been called upon to pocket such gigantic losses as followed in the train of the craze to participate in oil promotions of doubtful merit, or in other so-called "get-rich-quick" enterprises, window-dressed and staged with all the flamboyant enthusiasm of professional ballyhooers, and yet, in spite of this drain upon the resources of the community, savings deposits have increased amazingly; mortgages have been paid off, and more sound stocks and bonds are safely tucked away in safe deposit boxes than ever before. This, too, in the face of the fact that Los Angeles continues to lead the world in the payment of per capita amusement and luxury taxes. The only scratch on the face of the record was made by one important failure which occurred about midyear when a large brokerage house went to the wall with liabilities of several million dollars and causing serious losses to hundreds of clients. Even this unfortunate episode only slowed down trading on the stock exchange for a few days and readjustment and recovery were rapid, showing the stout heart beating in our economic body.

In a Thanksgiving Day address Elbert H. Gary made a statement intended to apply to national conditions, but which may be adopted without paraphrase with equal force to the Los Angeles metropolitan district and to all of Southern California. Mr. Gary said:

"We have no wars, no revolutions, plagues, earthquakes, floods or other physical disasters; no political, social or religious upheavals; no threatening financial, commercial or industrial cyclones; no enormous disturbances, natural or unnatural."

* * *

Savings Deposits Grow

AN INTERESTING phase of the growth in savings deposits is found in the fact, heretofore referred to, that such growth has occurred in spite of the fact that a sum of unknown and unascertainable magnitude, but undoubtedly running far into the millions, has been sunk in enterprises which have either already registered a total loss or at best are in a state of frozen liquidation, and, in spite of the further fact that other countless millions have been invested in real estate and homes which, under what would be normal conditions in other parts of the country, would have gone almost automatically into savings accounts.

There has been throughout the year a fever of speculation in the air, and the investor, especially the small and inexperienced investor, has not been satisfied with banking interest. It is not unlikely that the direct investments of these savers have been as large, in the aggregate, as their savings accounts, because there has been an increasing tendency to buy and own bonds, real estate, stocks, without the intervention of the savings banks.

I am dwelling upon this question of savings because it is fundamental and because it reveals the character of a community as nothing else does. Such increase as is here to be recorded is not only a credit to the citizenry, but to the banks themselves, which in Southern California are built upon a rock as strong and stalwart as Gibraltar, meeting the several credit peaks as they arise throughout the year without a tremor, and supporting the promise of their executives and their advertisements until much of the old mystery has been taken out of banking and a better and broader understanding brought about as to what banks are for and what they do.

Statistics of savings banks and trust companies gathered by the American Bankers' Association show that the American people have on deposit, in the form of savings accounts, $18,272,062,000; that the amount increased during the year more than $1,000,000,000, and that savings constitutes 52 per cent of all bank deposits.

* * *

Gain in Bank Resources

THAT Los Angeles has more than kept pace with the national development in this important regard, even in the face of the adverse conditions noted, is found in the growth of savings deposits in the fifteen leading banks of the city and does not take into consideration the flourishing financial institutions scattered throughout the county and Southern California, and which include such prosperous and growing cities as Long Beach, Pasadena, Glendale, Pomona, the Bay district towns and scores of smaller centers of population.

On January 1, 1922, these banks carried $231,826,604 in savings deposits, a sum which was increased a year later to $289,062,068. On September 14, 1923, these same banks returned a total of $333,689,715. Since September funds have been pouring into savings accounts faster than ever, and conservative estimates place the total close to $400,000,000 at this date, January 1.

Further evidence of the strength of the Los Angeles banks is gleaned from the returns made in response to the call of the Comptroller of Currency and the State Superintendent of Banks. The latest official figures available show total deposits in the banks of Los Angeles city to be $791,604,847.60. This is a gain of 31 per cent over the corresponding date a year ago.

Loans and investments of the combined State and national banks also climbed to a high-peak total of $641,892,506.27, a gain of 28 per cent for the year. These figures indicate that the forward strides in deposits are closely followed by the expansion in general business throughout the territory in which the banks of Los Angeles operate.

Available cash held by the twenty-six banks involved in the survey is reported at $163,871,780.24, an increase of 32 per cent for the year. Since these figures were compiled it is estimated that a further increase of 5 per cent has been made to cover the period ended yesterday.

* * *

Clearinghouse Figures

ANOTHER significant forward step in the financial history of the city was the passing, on several different days, of the bank clearings recorded in San Francisco. This was the final point of financial supremacy held by the Bay City over Los Angeles, and was brought about largely through the heavy balances carried in the banks of that city to meet export and import demands, and because a number of great oil companies and other corporations have cleared through the San Francisco banks. Los Angeles clearings more nearly and correctly represent the actual trade activities of the community, and this year they will probably take a permanent lead.

Another straw indicative of the city's growth is found in the appended table of bank clearings which show a steady and consistent growth:

Years	Amount
1912	$1,168,941,980
1913	1,211,168,979
1914	1,145,167,110
1915	1,049,170,927
1916	1,292,961,997
1917	1,502,250,332
1918	1,647,065,951
1919	2,239,491,197
1920	3,994,290,530
1921	4,311,196,797
1922	5,152,211,839

Months	1922	1923
January	$410,191,187	$545,134,819
February	336,196,254	475,974,913
March	413,290,682	579,770,678
April	400,390,325	558,567,539
May	438,772,763	590,795,391
June	423,837,978	593,781,921
July	426,560,859	604,552,447
August	409,490,226	574,170,928
September	430,141,582	575,764,071
October	471,362,424	664,935,445
November	463,965,662	612,754,994
December	516,201,685	*700,000,000

*Estimated

* * *

Pass $500,000,000 Mark

IT WILL be noted that while in 1922 December was the only month in which the clearings exceeded the $500,000,000 mark, in 1923, February was the only month to record a lesser total than $500,000,000, and four months last year exceeded $600,000,000, for it is conceded that December, 1923, closely approximated $700,000,000 total clearings, although the final figures are not available at the time this is written. If this estimate is correct it will mean an increase in bank clearings for the "big month" of the year of around $200,000,000. These figures tell a story of financial soundness and industrial growth more impressively than any amount of enthusiastic word-painting could do.

Bank clearings for the first eleven months of 1923 were $6,364,503,399, as against $4,636,010,149 for the same period in 1922, and for the entire year were $7,000,000,000 (estimated,) against $5,152,211,834 for all of 1922. This is a gain of about 40 per cent.

One of the factors revealing the solidity upon which Los Angeles is building is defined in the report of the State Board of Equalization. The valuation for taxation purposes of all the property in the State for the year 1923 showed an increase of $580,214,705 over the totals for the preceding year. That was a gain in excess of 10 per cent, but please take notice of the important fact that $418,665,347 of the gain was supplied by the county of Los Angeles. In other words, this one county showed an increase more than two and a half times greater than all of the other fifty-seven counties of California combined.

* * *

Property Valuations

THE total valuation of the taxable property in California for the year 1923 was $5,715,519,905. The total valuation of the taxable property in the county of Los Angeles is $1,992,068,094. That is to say, over one-third of all the taxable wealth in all the fifty-eight counties of the State is concentrated in Los Angeles.

The taxable wealth of Los Angeles county is nearly $500,000,000 in excess of the taxable wealth of the next four counties of San Francisco, Alameda, Fresno and San Diego combined.

In the speculative market the same undeviating story of progressive development is told. On the Los Angeles Stock Exchange for the first eleven months of 1923 there was trading in bonds, bank, industrial, oil and mining stocks to a total value of $44,321,784.70, covering 25,185,459 shares. This compares to a valuation for the corresponding eleven months in 1922 of $28,855,102.05, covering 23,475,506 shares, and with 10,714,040 shares having a trading value of $27,083,729.91 for all of 1921. In 1922 the total turnover for the entire year was 36,710,700 shares valued at $38,526,813.09. For the complete year of 1923 the total turnover will not be far from $50,000,000, an increase of from $10,000,000 to $12,000,000 over 1922. This increased volume places the Los Angeles Stock Exchange either third or fourth in the United States, the position to be determined when the year's totals are officially compiled.

* * *

Where Money Comes From

A YEAR ago your reviewer had the temerity to predict a population increase for 1923 of 100,000. According to the best figures available, compiled by authoritative agencies, the increase has actually been 150,000. Thousands of these newcomers are representative of the wealthy and well-to-do classes of the Middle West, East and North, who have seen fit to cast their lot in Southern California and who have transferred their assets here, aggregating many millions of dollars. Based on an estimated population of 1,000,000, the per capita wealth of Los Angeles is said to be around $3000. Our agricultural products account for about $65,000,000; our manufactured products, $1,500,000,000; oil, $375,000,000; walnuts, 41,507,000 pounds, at an average price on the trees before maturity of 20 cents a pound, and so on through an almost interminable list of products pouring in a steady golden stream from the metropolitan district of Los Angeles.

During the fiscal and shipping year ended October 31, members of the California Fruit Growers' Exchange shipped 14,645,970 boxes of oranges and grapefruit, and 2,212,347 boxes of lemons to the value of $105,486,506, which returned to the growers $71,000,000 after the payment of $34,478,000 for freight and refrigeration. New rates, which became effective December 3, reduced transportation costs by about 14 cents a box or $3,000,000 annually.

These figures, in some small part, answer the question, "Where does it come from?"

* * *

Mine Stock Trading

IT HAS been a bad year for trading in low-priced mining stocks, and this accounts for the decline in both the number of shares and the value of this type of investment, much of which, doubtless, found its way into the more active oil channels. Every other issue had a remarkable increase as set forth by the following illuminating tabulated comparison of sales for the first eleven months of 1923, 1922:

		No.	Value
Bonds	1923	15,032	$14,459,940.46
	1922	11,952	8,342,778.63
Increase for 1923..		3,080	6,117,161.83
		Shares	Value
Bank Stocks	1923	4,128	$ 1,010,270.00
	1922	2,670	826,515.50
Increase for 1923..		1,458	183,855.50
Indus. Stocks	1923	711,716	$ 8,298,867.22
	1922	528,705	7,367,805.52
Increase for 1923..		183,011	931,061.70
Oil Stocks	1923	7,762,094	$17,329,180.73
	1922	6,290,664	14,461,520.25
Increase for 1923..		1,472,430	2,867,660.48
Mining Stocks	1923	16,691,489	$ 3,223,426.29
	1922	26,653,467	6,199,260.78
Decrease for 1923..		9,951,978	2,975,734.49

Where does all the money come from? is a question not infrequently asked even by Los Angeles residents themselves. What is the source of the supply which keeps 300,000 automobiles rolling over our city streets? Who pays for the $15,000,000 worth of buildings which are started every month?

* * *

Statistics Show Growth

DESPITE the fact that almost 65,000 acres of land in Los Angeles county were taken out of cultivation during last year and reduced to subdivisions, the county agricultural crop for 1923 gained $2,500,000 over the preceding year, bringing the total up to around $65,000,000, and will again place Los Angeles at the head of the list of agricultural producers in the United States, according to the Chamber of Commerce. The year's total was more than $5,000,000 greater than in 1921, which was also a banner year.

The following compilations are offered as substantive and corroborating evidence of the facts herein set down:

AUTOMOBILE REGISTRATION

Los Angeles City	358,218
Oregon (whole State)	134,566
Washington (whole State)	217,311

CITY POPULATION

1900	102,479
1905	201,000
1910	319,198
1915	391,000
1920	576,673
1921	722,726
1922	850,000
1923	1,050,000

MANUFACTURED PRODUCTS

1900	$ 15,134,000
1905	52,000,000
1910	68,588,000
1915	109,456,000
1920	784,652,835
1921	800,296,641
1922	959,896,503
1923	1,500,000,000

AGRICULTURAL PRODUCTS

1921 (county)	$57,577,964
1922 (county)	59,886,183
1923 (county)	65,000,000

PER CAPITA CITY DEBT

Los Angeles	$ 75.03
Philadelphia	81.16
San Francisco	96.75
Boston	107.25
Pittsburg	107.91
Seattle	180.12
New York	182.93
Cincinnati	190.86

That Los Angeles business men are fully alive to the importance of trade volume to be reached through newspaper advertising is demonstrated by the fact that in 1923 the daily newspapers of the city ran second

(CONTINUED ON PAGE FOURTEEN)

LOS ANGELES ROCK and GRAVEL CO.

THE CITIZENS BANKS
LOS ANGELES

CITIZENS NATIONAL BANK
FIFTH & SPRING

GROWTH IN DEPOSITS
IS GRATIFYING TO ANY BANK

BUT—

to also grow in the ESTIMATION and CONFIDENCE of its depositors—to be really "A Friendly Bank"—is MORE SATISFACTION THAN MERE INCREASE IN DOLLARS.

Citizens National Bank

Deposits Nov. 15, 1923 .....$45,145,516.98
Jan. 1, 1923 ..... 34,331,411.32
Gain $10,814,105.66
Per Cent of Gain 31.50%

Citizens Trust & Savings Bank

Deposits Nov. 15, 1923 .....$41,466,114.48
Jan. 1, 1923 ..... 27,919,635.37
Gain $13,546,479.11
Per Cent of Gain 48.50%

Citizens National Bank
and
Citizens Trust & Savings Bank

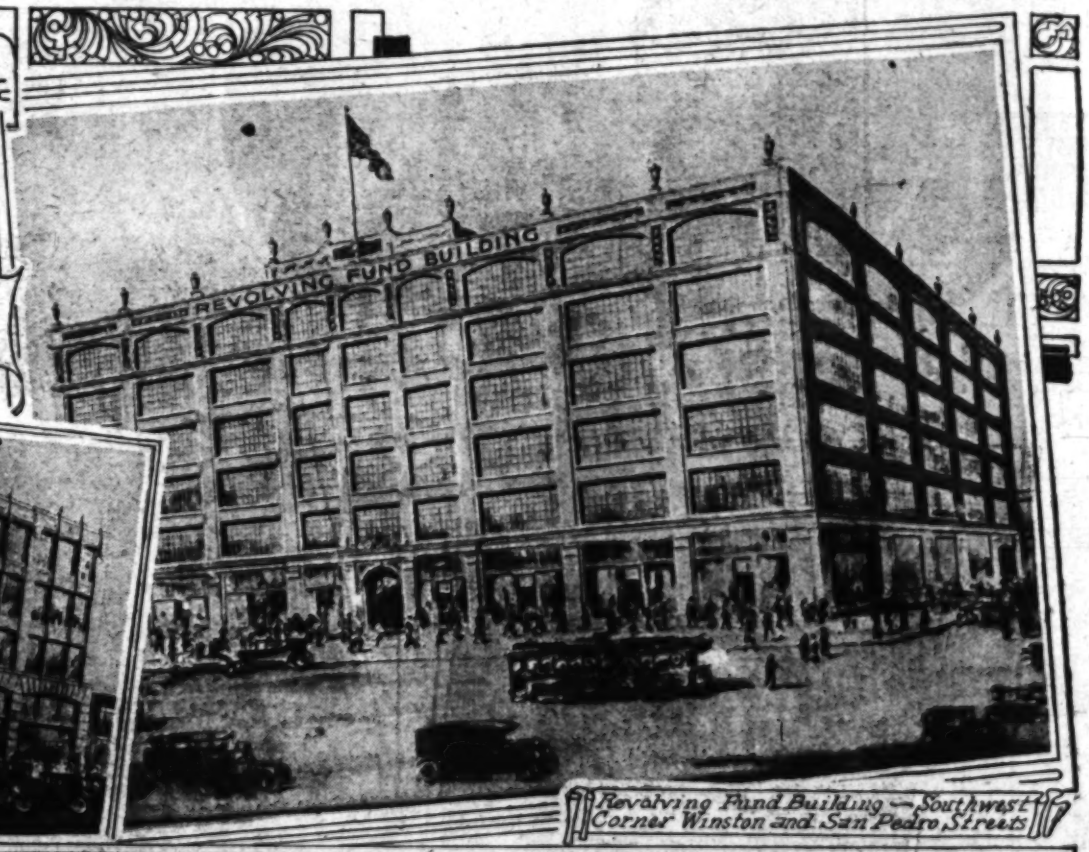
Combined Deposits Nov. 15, '23, $86,611,631.46
Jan. 1, '23, 62,251,046.69
Gain $24,360,584.77
Per Cent of Gain 39.13%

CITIZENS
TRUST & SAVINGS BANK
736 SOUTH HILL STREET

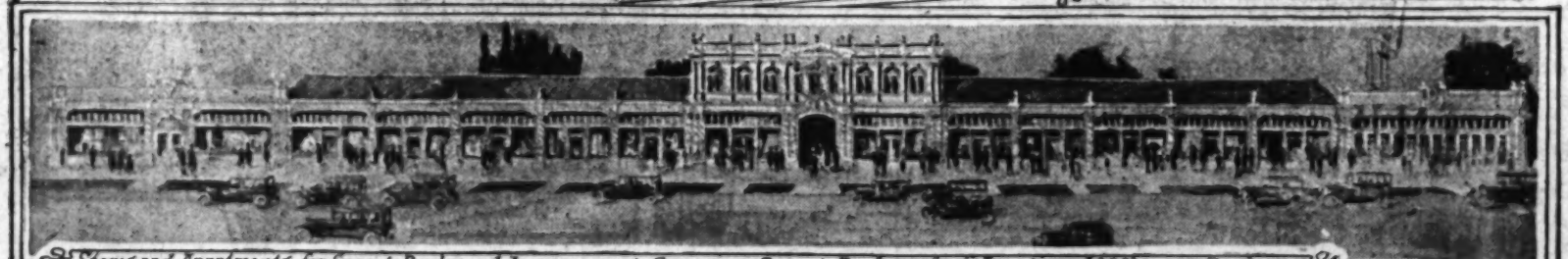
W. Douglas Lee
Architect
Engineer
Builder

SUITE 400-SUN BUILDING
SEVENTH AND HILL STREETS
LOS ANGELES—CALIFORNIA

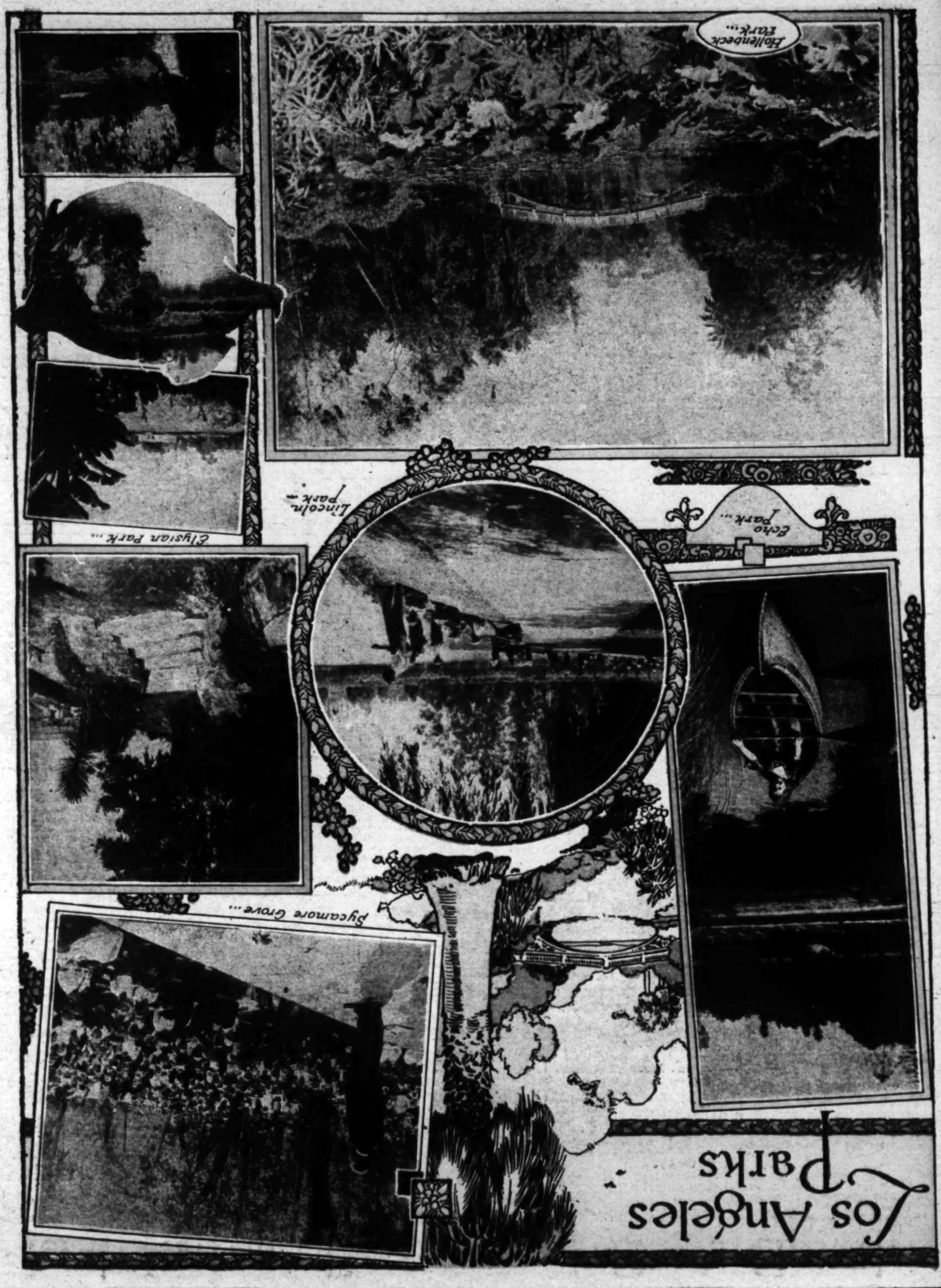
Baldwin Motor Building—Northwest Corner Fifteenth and Figueroa Streets



Revolving Fund Building—Southwest Corner Winston and San Pedro Streets



Stores and Apartments for Sunset Boulevard Improvement Company—Sunset Boulevard at Junction of Hollywood Boulevard



Federal Statistics Barometer of City's Growth

THE story of the marvelous development in all of the departments at

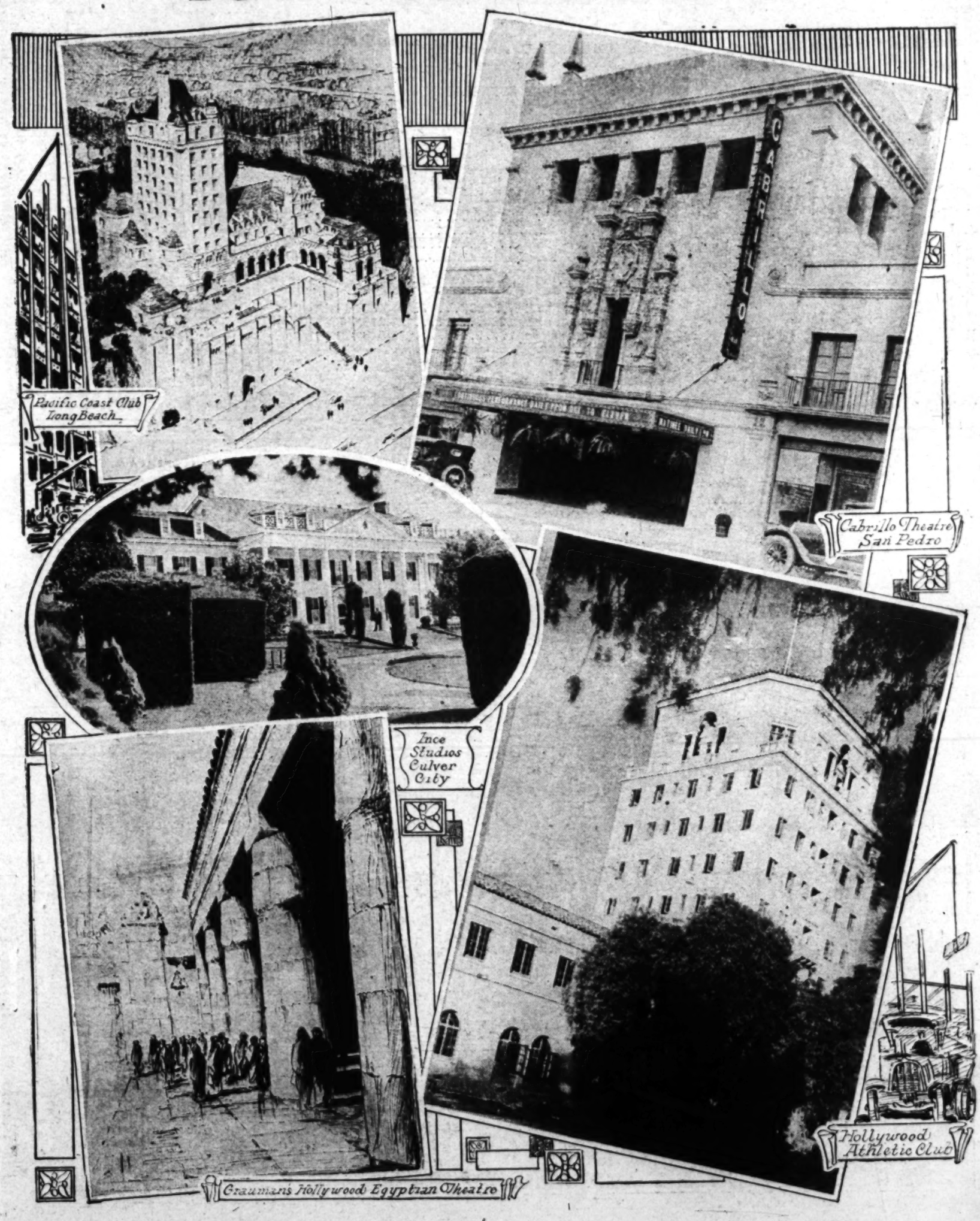
Remarkable Advancement Shown by Income Tax Receipts,

smuggling across the border and add many

MEYER & HOLLER

(MILWAUKEE BUILDING CO.)

LOS ANGELES



Federal Statistics Barometer of City's Growth

Remarkable Advancement Shown by Income Tax Receipts, Customs and Postoffice Business

BY E. K. RIFE

THE story of the marvelous development in all of the departments at the Federal Building, during 1923, is told succinctly and eloquently in the subjoined statements of the activities of the postoffice, the internal revenue and the customs departments—the trinity that have most to do with the commercial expansion of trade and commerce in this city and vicinity. It is a moving tale of figures, eloquent in meaning. It marks the continual march of Southern California on the highway of progress along every line that goes to make up the metropolis of the Pacific Coast.

• • •

Internal Revenue

THE Los Angeles district led every internal revenue unit in the United States in percentage of collections for 1923, compared with 1920, when receipts of Federal taxes reached their highest mark, as reported by Collector Goodcell.

The receipts of every district decreased from 28 per cent to 79 per cent, and the United States as a whole has shown a loss of 51 per cent, while the local district had a decrease of but 4 per cent.

Attendance at motion-picture theaters and other places of amusement in Southern California reached the 750,000,000 mark for the fiscal years 1918-1923. Amusement tax receipts of $12,643,000 indicate that $134,000,000 was spent for admissions.

The amusement tax receipts for 1918 were but $953,000, as against $2,920,000 in 1923. The amusement attendance in 1918 was 55,944,000; in 1923, it was 180,400,000. The amount of money expended annually for amusements has increased from $9,537,000 in 1918 to $34,200,000 in 1923.

Shattering all Federal records for increases in the number of individual income-tax returns filed in a single year, the city of Los Angeles registered the unprecedented gain of 62.6 per cent for 1923.

There were 134,395 individual returns filed in 1923, as compared with 82,760 in 1922, a gain of 51,625.

In 1922 the ratio of individual returns filed to the 1920 census population was 7. This would call for a population of 940,695 in the city at that time. The ratio for Southern California district as a whole was 8.6. This would mean that the present population of Los Angeles is 1,155,711.

In Los Angeles county 176,433 individual returns were filed, as against 119,733 in 1922, an increase of 56,700, or 47.3 per cent. This would mean a population of 1,517,328 for the county. In 1922 only 165,338 individual returns were filed in the district as a whole. In 1923 the total number was 221,020, a record-breaking gain of 55,682. With corporation, partnership and fiduciary returns added, the returns numbered 240,279, as against 189,840 for 1922, a gain of 50,439.

Income-tax receipts for the fiscal year ending in 1923 were $37,155,038, compared with $25,821,215 for 1922, an increase of $1,433,823, while the United States as a whole showed a decrease in income-tax receipts in 1923 of $573,000,000 compared with 1922.

The total collections of the district for the fiscal year 1923, were $47,938,443, while in 1915 only $2,502,447 was collected.

Total collections for the full calendar year 1923 were $50,148,332.34, of which $38,565,792.13 was income taxes. In 1922 the total collections were $42,782,152.39, of which $32,984.14 was income taxes. This shows an increase in total receipts for the calendar year 1923 over 1922 of $7,366,179.95, and an increase of $5,581,195.98 in income-tax collections.

The receipts from manufacturers' tax on automobile trucks and automobile wagons showed an increase of 127 per cent; soft drinks, 336 per cent; unfermented fruit juices, 267 per cent; fountain syrups, 296 per cent; still drinks, 213 per cent; carbonic acid gas, 1548 per cent; candy, 39 per cent; oleomargarine, 139 per cent; hunting and shooting garments, 37 per cent; bowling alleys and billiard halls, 21 per cent; admissions to cabarets, 24 per cent; dues and membership to country, golf and social clubs, 89 per cent; retail jewelers, 25 per cent.

More income tax was collected in California in 1923 than the combined income-tax receipts of the fourteen States of Wyoming, Washington, Utah, Texas, South Dakota, Oregon, North Dakota, New Mexico, Nevada, Nebraska, Idaho, Colorado, Arizona and Oklahoma.

The record set by the Los Angeles district, presided over by Collector Goodcell, indicates that for the last four years Southern California has been the nation's official "white spot" and the center of the nation's growth and prosperity.

A statement indicating how Los Angeles has shown up as against her neighboring district, in San Francisco, shows that while the revenue receipts in the Bay City district showed a loss of $61,981,811, the decrease of Los Angeles was but $2,409,799. The loss for the United States as a whole was $2,785,835,024.

• • •

Customs

THE full operation of the new tariff law, the growth of all forms of commercial life in the local customs district and the increase in the shipping at the local port enabled Collector Schwaebe to hang up a record for the year that has just closed, that will be something to shoot at for some time to come, it is believed.

In imports, exports and collections the record for the twelve months has never been approached in the history of the local custom collection district.

The imports mark an appreciation in the volume of the ocean trade that is most gratifying.

The imports for the year closing December 31, 1922, amounted to $17,147,320. For the year 1923 they mounted up to $29,120,973.

The increase amounts to $11,973,658, more that the total imports in a single year not long ago.

In exports the showing is equally gratifying. In 1922, they were valued at $18,843,662. The shipments in 1923 mounted up to $31,976,888. The increase is $13,133,226.

The activity of the oil-shipping trade is a large factor in the mater of exports, but there has been a heavy increase in the buying abroad of our local merchants.

The collections jumped from $2,150,742.85 in 1922 to $3,780,237.17 in 1923. The increase is $1,629,494.32. Up to quite recently the total collections for a calendar year did not amount to as much as the increase over last year.

The following table will show the imports, exports and collections for the calendar year of 1923 by months:

	Imports	Exports	Collections
January	$ 2,266,758	$ 3,017,226	$ 291,449.95
February	1,163,057	1,930,643	168,050.08
March	1,992,500	2,686,422	276,355.06
April	2,902,062	2,378,024	259,044.59
May	2,275,381	2,847,644	286,625.22
June	3,063,954	3,662,187	315,168.09
July	2,758,473	3,892,786	374,227.67
August	2,908,142	3,451,916	417,233.94
September	2,000,808	2,487,425	308,667.19
October	2,786,268	2,212,161	461,051.14
November	1,910,794	1,626,674	362,984.08
*December	3,120,491	3,412,615	402,880.21
Total	$29,120,978	$31,976,888	$3,780,237.17

*Estimated.

The growth of the government business the past year has made necessary an increase in the force handling the large shipments, and Collector Schwaebe has succeeded in convincing the powers at Washington that even more help is needed, a request that he hopes to be honored early this year. There is not a port on the Pacific Coast handling the volume of business coming into the Los Angeles district, with the number of men alloted to Collector Schwaebe. With the proper amount of help he would be able to put an end to the smuggling across the border and add many thousands of dollars to the receipts of the office, besides putting many perfectly good smugglers behind the bars.

• • •

Postoffice

IT IS A far cry from 1890 to 1924, more than a third of a century, but the growth of business transacted by the Los Angeles postoffice is greater than even the flight of years would seem to indicate.

The receipts of the office for the year just closed were $7,012,322.10.

The increase in the business of the local office marks the growth of commercial conditions in this city, for there is no more unfailing barometer of trade than the postal receipts. It marks the activity of traffic and shows a situation that all the figuring of experts cannot wipe out.

The splendid advance of the metropolis of the Pacific Coast is indicated when the statement is made that in 1890 the total receipts for the year were but $100,169.23, and it was the first time in the history of the office that the $100,000 mark had been reached.

A review of receipts from 1890 to 1924 is interesting. The figures follow:

1890	$ 100,169.22	1907	1,037,569.50
1891	108,803.46	1908	1,089,493.04
1892	729,065.93	1909	1,276,664.05
1893	144,821.44	1910	1,476,842.02
1894	157,023.96	1911	1,646,001.84
1895	177,911.04	1912	1,906,308.91
1896	188,103.80	1913	2,152,759.20
1897	200,941.03	1914	2,215,114.71
1898	216,694.03	1915	2,241,992.37
1899	228,451.61	1916	2,437,856.13
1900	259,468.72	1917	2,646,202.19
1901	312,524.48	1918	3,070,760.91
1902	299,617.56	1919	3,289,134.66
1903	497,531.06	1920	4,190,660.70
1904	600,444.75	1921	4,919,348.58
1905	715,053.83	1922	5,813,139.01
1906	929,638.27	*1923	7,012,322.10

*Estimated.

The receipts by months for the year just closed are shown as follows:

January	$555,216.65	July	$49,131.99
February	483,976.59	August	544,054.76
March	549,296.59	September	518,812.03
April	555,653.06	October	621,854.04
May	570,368.14	November	616,738.10
June	538,096.07	*December	890,617.95

*Estimated.

A glance at conditions at the present time and 1890, covered by the above figures, shows the wonderful growth of the local postoffice establishment. In 1890, there were but forty clerks and carriers in the office, about equally divided. There are on the pay rolls at this date, a total of 1832 clerks and carriers, divided as follows: Clerks, 1022; carriers, 810. In addition there are 155 sub-carriers and 35 sub-clerks. Within the year just closed there have been added to the force 180 clerks and 150 carriers, serving approximately a territory covering 350 square miles.

HIGH BUILDING MARK

(Continued from page 4)

construction. Among the business and public buildings erected here in 1923 were the Applied Arts Building of the Polytechnic High School, $198,210; the Library Building of the Riverside Junior College, $100,000; the new Lincoln Elementary school building, $85,000; the Plaza Hotel, $20,000; the Union Pacific Packing-house, $35,000; the Santa Fe Packing-house, $20,000; the Casa Blanca school building, $22,000; the Palm Avenue School addition, $22,000; the Community Hospital $200,000.

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Santa Paula

THE end of 1923 brought to a close one of the most successful years, from a standpoint of realty and building development, ever experienced in the city of Santa Paula. Land values have risen to a price indicative of healthy growth and building progress, in both residential and business lines, has gone ahead at a steady stride.

The total building permits issued in Santa Paula from November 1, 1922, to October 31, 1923, totaled only $6000 under $500,000. Residences included in this sum were 158 in number. A number of fine buildings have gone up in town during the year. The Limoneira Company is building a new two-story office building, valued at $45,000. A laundry, one of the most modern in the State, has been completed. A Pasadena construction company which is operating in Santa Paula erected residences totaling in value $100,000 during 1923.

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Ventura

BREAKING all records in the history of the city building permits in Ventura for 1923 topped the $1,000,000 mark. Two permits for bank building improvements within the last thirty days, totaling $275,000, pushed the total well over the $1,000,000 figure, or more than double that for 1922.

The Bank of Italy early in October awarded a contract for the erection of a beautiful new bank building at Main and Oak streets and the old building is now entirely removed and work already under way for the new structure. It will cost $150,000, being of white granite and tile construction.

Many business buildings are included in the $1,000,000 total. Among them are the Hobson Brothers Packing Plant at a cost of $60,000, Arcade Building, $20,000; Esperance Building, $20,000; new fronts on Ventura Realty Building, $15,000, and Gugenhime Building, $20,000. Also the new Christian Church completed a few weeks ago, cost $35,000, while the new May Henning School involved an expenditure of $90,000. The county of Ventura has just completed a new jail here at a cost of $50,000. The Hotel Hamilton and stores cost $40,000, while the new Apollo Theater added another $25,000.

Aside from the business and public buildings Ventura has seen a total of more than 200 homes erected in the city during the last twelve months. Particularly in the east end of the city there have been over fifty houses erected in two new subdivisions.

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Kern County

KERN COUNTY building activity during the last few months of 1923 greatly exceeded that of the earlier months, according to reports received in Bakersfield from many county points. In Bakersfield proper the first ten months of this year showed a total of $1,958,832.70 permits issued, embracing 468 items, and permits for the last two months brought the figure to $1,235,304.

The figures for 1922 showed 561 permits issued for the first ten months with a total of $1,898,696. When it is taken into consideration that permits were issued for the new Elks' home for $425,000 and the new Masonic Building for $250,000 in 1922, the building activity last year was on about a par with the year previous.

One hundred and thirty-seven residences were constructed during the first ten months last year at a valuation of $386,251, against 294 last year with a total of $774,568.

Nearly every town in Kern county experienced building activity during the past year. Taft has several new buildings which run the figures for 1923 to over $250,000. During the past few weeks Maricopa has been rebuilding its business center, which was destroyed by fire not long ago. Five new brick structures are already under way in this West Side oil town. Fellows also has shown considerable growth and the little town of Ford, near Taft, has expanded with approximately fifty residences of the small er type.

Delano, the furthermost Kern county city, is enjoying great prosperity. Many large land deals have been made in this district and upward of $2,000,000 in land deals have been reported. Just now ground is being broken for at least three business buildings in Delano.

New business blocks have sprung up at Shafter, Wasco, Arvin and Tehachapi during the past year, and the group of buildings to house a restaurant, garage, store and other features, recently destroyed by fire at Lebec, are to be rebuilt at once by Foster Curry, owner of Lebec Lodge. Real estate has been very active throughout the entire county of Kern and many new settlers are coming in. Beautiful bungalow homes are replacing the old "California Farmhouses" throughout the agricultural belt.

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Tulare County

BUILDING in Tulare county in 1923 was characterized by a marked "Own Your Own Home" movement, this type of new building taking precedence over other departments. In most instances these dwellings were homes for newcomers or apartment-house dwellers, indicating growth in population. The year also saw the $912,000 high school and $491,000 grammar school bond issue of 1922 bring into existence new buildings, additions and improvements in almost every district, the $365,000 Porterville Union High School plant leading.

Visalia, the county seat, erected the $450,000 Bank of Italy Building for which the permit was issued in 1922, besides new buildings totaling about $516,700.

Tulare totaled about $450,000, with a new postoffice and business houses playing an important role.

Dinuba, in the northern end of the county, continued the ambitious program of 1922, including $540,000 worth of paving and the installation of a $70,000 electrolier system, the most complete for any city its size in the world, and granted new permits totaling nearly $250,000. Exeter had about $327,000 in new buildings, homes and packing-plants taking a strong lead.

Lindsay had around $210,000 in new building, with much of this devoted to additions to packing-houses, etc., and completion of municipal work for which permits were issued in 1922.

Porterville had about $200,000 in new building, the $80,000 Elks' Club taking lead, although the $365,000 Porterville Union High School plant, for which permit was issued in 1922, was also erected.

Hanford, in 1923, showed its usual steady advance in realty and building development. During the past three years building construction, retarded during the war, took on a new impetus. The same may be said of public improvements, large sums having been voted in bonds for buildings which will be erected this year.

Building permits for the year, estimated at the rate they were issued up to December, totaled $417,000. Several new business structures have been erected, the largest being F. N. Isaac's "Center of Wealth" Building, which, with site, represents an expenditure of $100,000.

The manager of Southern California Edison Company in this city, Frank S. Hamilton, states that there were residences and apartments constructed in Hanford the past year to accommodate 100 couples or families and the demand for them is still unabated.

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Imperial County

DESPITE the fact that building activities were less in Imperial county than for several years, the county made a good showing in 1923, with El Centro taking the lead. Practically $1,600,000 was expended for new buildings in the entire Imperial Valley, inclusive of Mexicali, Lower California.

Among the structures erected in El Centro during the year were a new Central Union High School gymnasium, costing about $60,000; an apartment-house, $17,000; two vegetable packing sheds with a total value of $85,000 and the new County Courthouse, which is now under construction and which will cost nearly $400,000. With numerous small buildings, including several dwellings, the total in building permits in El

(CONTINUED ON PAGE FOURTEEN)

MEYER & HOLLER

(MILWAUKEE BUILDING CO.)

LOS ANGELES

New Buick Agency
Howard Automobile Co Los Angeles

TO CREATE a beautiful and individual building with economy of both time and cost, involves a highly complicated administrative problem.

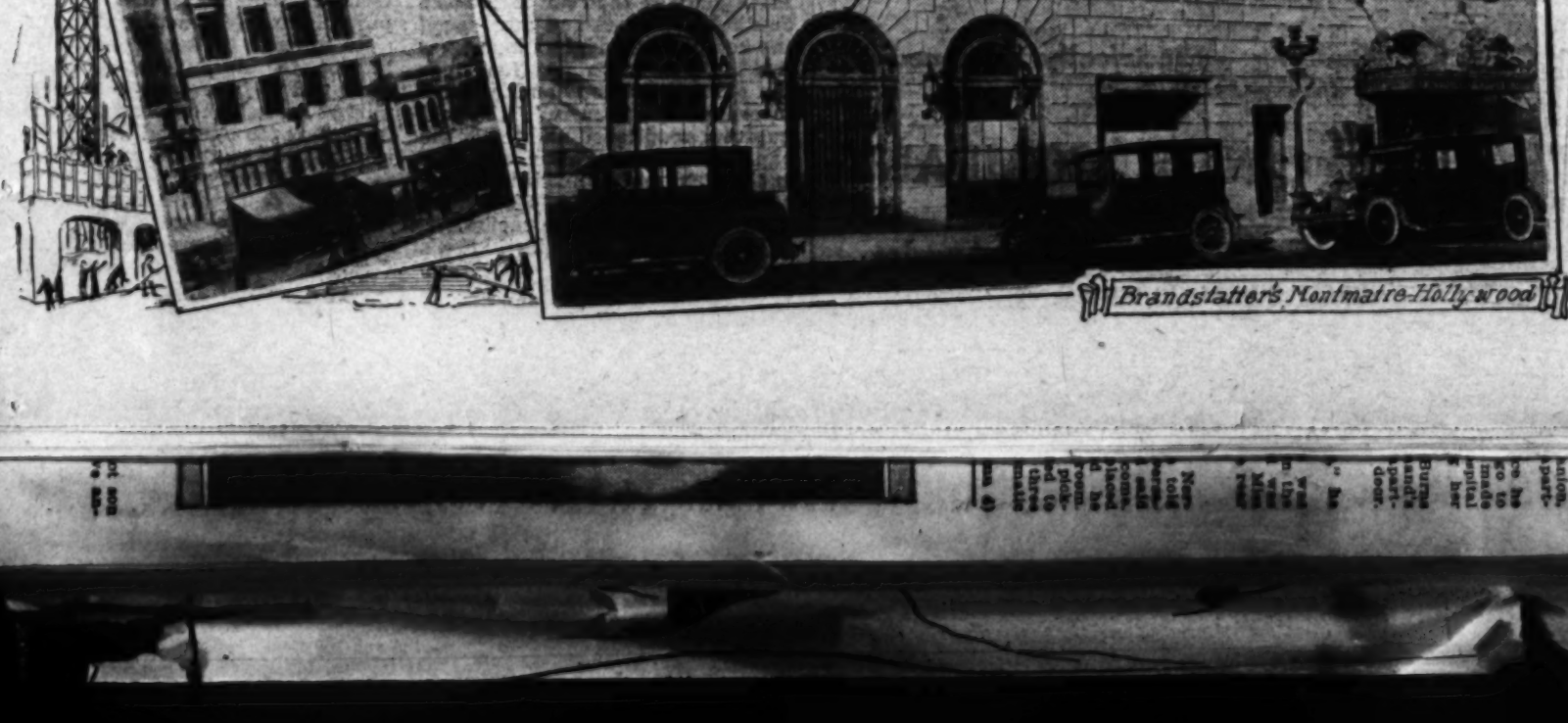
When it is realized that the responsibility for this problem is usually divided among Architect, Engineer, Decorator and Builder, it is not surprising that building has come to be regarded with uncertainty and foreboding by the prospective client.

Meyer & Holler, by directly combining in a single organization the functions of highly trained experts in all the phases of Architecture, Engineering, Decorating and Construction, are able to assure the success of a building undertaking as to beauty, quality and economy.

With these methods of operation Meyer & Holler have produced many buildings generally conceded to be unusually successful, both as to beauty of architecture and quality and economy of construction.

The following well known buildings are few of many:

Grauman's Hollywood Egyptian Theater
Southern California Music Co.
Beach Club, Santa Monica
Ince Studios, Culver City
Hollywood Athletic Club
Citizens' Trust & Savings Bank
Brandstatter's Montmartre
Standard Film Laboratories
Rothaker Film Laboratories
Charles Chaplin Studios
Goldwyn Studios
St. Catherine Hotel, Catalina



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LOS ANGELES TIMES RADIO STATION KHJ

Two Years in Operation. Its Influence Extends Thousands of Miles; Half the World Blanketed

BY K. G. ORMISTON

RADIO BROADCAST has, in the short space of two years, established itself firmly as a permanent institution of inestimable benefit to humanity, combining, as it does, the school, church, theater, concert hall, operahouse and ballroom.

It has done much to create an interest among the people for the better things of life. It has brought our front gate and our neighbor's front gate closer together. It has made us sit down and listen. This fact alone means much to the world. We have always been in a rush and hurry—never satisfied and always wanting to go. We have not been thinking, because we have not been still in one place long enough to think. A thinking people are an acting people, builders of humanity.

Radio is re-establishing the family circle, bringing all together within the home, uniting them with a common interest. It is welding humanity into one great family, with a sympathetic understanding that will prove to be a great influence for world peace.

Radio may some day constitute the greatest educational institution on earth. When one instructor, the best obtainable in the country, may speak to hundreds of thousands of children directly by means of radio; when the child of the farm or the mining camp is taught by the same teacher as the children of the greatest city, then there will be built up a citizenry of higher standards.

Perhaps the greatest province of radio lies in carrying its message of cheer, hope and happiness to the blind, the lonely and isolated, the sick and the shut-in. The world is burdened with sorrows, and radio is doing much to brighten these thousands of lives of darkness, loneliness and pain.

The true meaning of radio and the vital place which it occupies in the life of today can only be fully appreciated by a study of the daily mail of a big vroadcasting station. There you meet life in all of its realities, and from the thousands of letters coming from all nationalities, all creeds, all walks and stations of life, the realization comes that this great humanizing influence is a vital force of paramount importance.

The Los Angeles Times has operated its broadcasting station, KHJ, for a little more than a year and a half, and, during that time, the radio department has received approximately 100,000 letters, postcards and telegrams. These have come from every nook and cranny of the United States, from Canada, Alaska, Mexico, the countries of Central America, Cuba, Porto Rico, Hawaii, Samoa and New Zealand. Blanketing almost half the world the voice of KHJ has carried its message of kindness, happiness and joy to hundreds of thousands of listeners, bringing into their homes the best in music, lectures, entertainment and world news.

There is not a city in the country where the voice of "Uncle John" of KHJ is not known, and where the programs broadcast by The Times station have not brought many pleasant, happy hours. Perhaps the most important feature of the station is its children's hour, when children give of their talents with a whole-hearted sincerity, happy in the knowledge that some loved one at home is listening. Incidentally, these juvenille programs are inspiring children all over the country to study music and develop their talents along artistic lines.

Hundreds of artists appear in The Times' studio every month during the four daily programs which are broadcast; every known instrument has been played and every type of voice has sung. The volume of material which passes out from the station, in poems, readings and lectures alone would fill a very large book in the course of a few months. If a boy listened attentively to all the programs from KHJ for a single month he would have received a vast amount of information on vital subjects, he would have grasped the important news of the world, he would have heard the best and finest in music; and the sum total of benefit which he would have derived could not be overestimated.

Speakers of national prominence, famous opera singers and symphony orchestras become guests in every home, no matter how humble, where a radio set is installed. The little receiver is the pass-key to a treasure house of wonderment, and all are welcome.

From the radio-engineering standpoint the apparatus is rapidly being improved and refined, resulting in a more faithful and accurate reproduction of that which is broadcast. As time goes on the receiving apparatus will be simplified and reduced in cost, until eventually there will hardly be a home throughout the nation which will not be equipped. When that day is reached and it will be possible for the President of the United States to speak directly to every family circle; when a world-famous educator may address every child and grown-up; when a marvelous singer may sing direct to the hearts of 100,000,000 people; radio will have reached its pinnacle.

Then all the time, effort and expense of the broadcasters and engineers of today will have been rewarded in the production of a higher and finer civilization, the elimination of hatred and wars, and the establishment of universal brotherhood, founded on mutual and sympathetic understanding.

Light up your Aladdin Lamp, the tiny vacuum tube, for "when the night is filled with music, the cares that infest the day fold their tents like the Arab and silently steal away."

TEMPLES OF WORSHIP IN LOS ANGELES

Hundreds of Church Edifices With Auxiliary Organizations, Hospitals and Charities Institutions

BY JAMES M. WARNACK

WITH 375 churches within the city limits, with a church-going population of approximately 400,000, or nearly half of the entire population, with a Sunday-school enrollment proportionate to the church membership, with a Y.M.C.A. membership of more than 6000 and a Y.W.C.A. enrollment of 7000, Los Angeles is widely known as a city of churches.

After all is said concerning the general development of a community and the advancement of its people, the fact remains that the fundamental reason for progress along any and all lines of human endeavor is to be found in the ethical and spiritual life of the citizens of a commonwealth. It is as true today as in ancient times that "righteousness exalteth a nation," and, because of this fact, the business of religion is the most important business of civilization.

To the Franciscan fathers who came to California more than a century ago must be given credit for bringing to this coast the first rays of "The Light of the World." The building of the Plaza Church (the oldest church in Los Angeles) in 1811 marked a red-letter day in the history of the Christian civilization of the West and from that humble beginning the Catholic population of Los Angeles has grown to more than 100,000.

Within the city limits today there are thirty-four Catholic churches, besides fifteen chapels. Within the last year St. Vibiana's Cathedral, the largest church of the denomination in the city, has been remodeled and today it is one of the largest and most beautiful homes of worship in the United States. Under the direction of Bishop John J. Cantwell, many of the old missions are now being restored and reconstructed, both for the purpose of worship and as museums of historic interest to citizens of the Southland and to visitors from the East.

Adherents of practically every religion and cult in the world are to be found in Los Angeles, although, of course, the various sects and creeds founded on the Holy Bible predominate. One of the strongest denominations is the Methodist Church, with a membership of more than 200,000 and with a Sunday-school enrollment of more than 21,000.

One of the greatest religious events of the last year was the dedication of the new First Methodist Church, recently completed at a cost of $1,250,000 and which is said to be the most costly Methodist temple in America. This beautiful church, of which Dr. E. E. Helms is pastor, has a membership of more than 3000, with a Sunday-school enrollment of 3600.

With thirty fine Baptist churches within the city limits of Los Angeles, that denomination has a membership of 18,000, the number of members having increased by nearly 1000 since the last Midwinter edition of The Times was printed. The largest Baptist Church in Los Angeles is the Temple Baptist, of which Dr. J. Whitcomb Brougher is pastor.

Within a few weeks the new St. Paul's Cathedral, costing in the neighborhood of $1,000,000, will be completed and will be dedicated by Bishop Joseph H. Johnson, head of this diocese. The rector of this church is Dr. William MacCormack, who is not only one of the best-known clergymen in California, but also one of the State's most popular Masons. Among other great churches of this denomination is St. John's Episcopal Church, of which Dr. George Davidson is pastor. The Los Angeles Episcopal churches have a combined communicant membership of 5900.

Another new Christian Science Church has been erected here within the last year, the number of churches now being fifteen. Frequent lectures by members of the Board of Lectureship of the Mother Church at Boston are given in the downtown districts, and the Christian Science reading-rooms are among the finest in the country.

One of the most rapidly advancing denominations in the city is the Presbyterian, which has thirty-one prosperous churches and a combined membership of more than 13,000, an increase of more than 300 since last New Year's Day.

The Congregationalist membership of Los Angeles totals 6000 and the denomination has twenty-eight well-established churches, in addition to the regular support given to Chinese and Spanish missions.

Twenty Lutheran churches grace many of the finest residence districts in Los Angeles, the total Lutheran membership being in excess of 5000. The Lutherans, like the members of other churches, are ever ready to render aid to the sixty-seven charitable organizations of the city and one of their best institutions is the Lutheran Hospital, which, like the Methodist Hospital, acts the part of Good Samaritan to those in need of medical and surgical aid, regardless of color or creed.

Membership in the Christian churches of Southern California approximates 22,000, twenty-three of the forty-eight churches of the county being in Los Angeles. Rev. M. Howard Fagan, pastor of the Wilshire Boulevard Christian Church, was recently elected president of the Church Federation of Los Angeles, succeeding Dr. Hugh K. Walker, pastor of the First Presbyterian Church.

CALIFORNIA RAISINS ALL OVER WORLD

Sun-Maid Growers, in the San Joaquin Valley, Produce Most of Commercial Crop of the United States

NINETY PER CENT of the raisin crop of California—and California is the home of practically the entire commercial raisin crop of the United States—is grown by members of the Sun-Maid Raisin Growers, a co-operative marketing association. It has its headquarters in Fresno, which is the center of the San Joaquin Valley, the great raisin-producing district of the world.

The Sun-Maid of today consists of two separate corporations, formed last year during a reorganization of the entire institution, one under the laws of California and the other under those of Delaware. Sun-Maid officials have consistently refrained from making a public announcement of the tonnage that the association expects to handle from the 1923 crop, and because of the range of grades covering raisins, it is impossible to make an accurate estimate of value, but it runs into millions of dollars.

The State Department of Agriculture has estimated the crop at 235,000 tons, including not more than 200,000 tons of standard grade.

Reports from various sources indicate that California has approximately 320,000 acres of raisin vineyards, but even this figure is subject to challenge. Owners of some varieties of grapes sell them either as raisins or fresh, according to the market and the crop production each year, so that a vineyard that disposes of its crop as raisins one season may sell all as fresh grapes the next season.

Of the total raisin acreage, the Sun-Maid Raisin Growers controls about 90 per cent. The industry centers about this body.

The Sun-Maid Raisin Growers' Association, the Delaware corporation, was organized to perform the manufacturing and commercial functions incident to the marketing of the crop for the California corporation grower members. The Delaware corporation serves the California corporation under a contract, which, in a general way, provides that the duties of warehousing, processing, advertising and selling raisins shall be performed under policies and directions defined by the California corporation, which is a growers' nonprofit, co-operative concern.

The contract provides that the California corporation shall pay to the Delaware corporation, a commercial company, as compensation, the cost of these services of manufacturing and selling and the dividends on its outstanding 7 per cent cumulative, nonassessable, preferred stock. In practice, after the costs of operations and dividends have been taken out of the proceeds of sales, the balance will be remitted to the California corporation for distribution to the growers as payment for their crop.

This year the Sun-Maid Raisin Growers is engaged in selling raisins all over the world. The organization maintains its own sales forces and offices in Europe and the Orient, and its product is becoming familiar to inhabitants of Tibet, to South African residents and to the millions of China. Under their own brand, the Sun-Maid, the raisin growers of California are shipping their product to every civilized country.

FINANCIAL

(Continued from page 11)

to New York in the matter of advertising, and far outstripped Philadelphia, the third city. Not only was the volume greater, but the increase for the year was notable. The Times led the field.

The tax collected on admissions indicates an attendance of 210,000,000 for the full calendar year of 1923 and that $45,000,000 was spent in amusements, as against an attendance of 180,000,000 and expenditures by the public of $34,000,000 during the preceding year.

* * *

Financial Independence

THE time has definitely passed when California is dependent upon eastern investors to meet the requirements of our own financing. On the other hand, millions of dollars over and above our own needs flow into investment channels in other parts of the country, and so important has Los Angeles become as a center of distribution that a large number of highly capitalized eastern investment banking-houses maintain branches here with direct wire communication and large staffs of experts. In at least one instance during the year just passed the usual order has been reversed and the main office of a former New York house has been established in this city with a branch in the eastern metropolis.

Of industrial issues it is estimated that California's contribution to the country at large was approximately 10 per cent while the percentage of California utilities to all utility issues was around 7 per cent, and the theoretical California percentage based on population not far from 4 per cent.

It is practically impossible to arrive at the exact status until after the close of the fiscal period, but these figures may be taken as a conservative estimate. It is probable that the growing army of investors living within or adjacent to the Los Angeles Metropolitan District participated in issues underwritten in the West and eastern issues participated in by western houses during the year to a total volume between $700,000,000 and $900,000,000 which is, of course, many millions short of the actual flow of home funds into more localized and sometimes less stabilized forms of investment.

And so, in conclusion, it is perfectly obvious that Los Angeles enters the new year at a very high level of prosperity. Elsewhere throughout the Midwinter edition of The Times the story is told in descriptive and statistical detail. It has only been the purpose of this reviewer to gather up a few of the loose ends, and, fastening them to a handful of outstanding peaks, show briefly some of the characteristics which have made this city the marvel of the financial world. To show why her position is established as a center of trade, a port of first importance, a manufacturing metropolis near the top of the list; the home of leaders in thought; a community wherein a great banking system lends stability to trade and industry, and where the Future stretches forth a welcoming hand to Destiny.

HIGH BUILDING MARK

(Continued from page 13)

Centre for 1923 was nearly $600,000.

In Imperial county proper Calipatria came next with total building work of more than $200,000. This included a new union high school building at a cost of $150,000, a cotton gin, $20,000, a railroad depot, $40,000, and miscellaneous structures, $10,000.

In Brawley there was a lull in building, the outstanding additions being mostly in the industrial district and comprised vegetable packing sheds. The total spent in buildings in the year was nearly $100,000.

Holtville and Imperial reported little activity in this line beyond minor structures and repairs to old buildings. At Calexico the total in building cost was practically equivalent to that of Brawley, no new improvements of special importance being recorded.

Due partly to the fire of last summer and partly to a natural demand for more buildings, the year saw considerable activity in Mexicali, adjoining Calexico on the Mexican border. The fire destroyed nearly $1,000,000 worth of structures in Mexicali's Chinatown. As the year closed $200,000 had been expended in replacing the frame structures that the flames swept with modern reinforced concrete buildings and others were about to be begun. A new school costing $65,000 was constructed and other public improvements sponsored by the territorial and city officials were completed.

The Chinese Masonic Temple was restored at an expense of $25,000. Two breweries were completed and put in operation with an investment of $150,000. One reinforced concrete home for a gambling club costing $75,000 was completed in the fall and another was under construction to be completed early in 1924, representing a similar investment.

LOUIS KAMINSKY,
Nationally Known Public Fire Insurance Adjuster.

LOUIS KAMINSKY
Managing Director and Chief Adjuster.

IT can be truly said that Louis Kaminsky represents the highest idealism in business. He is the managing director and chief adjuster and counselor of the Louis Kaminsky Adjusting Bureau, well and favorably known Public Fire Insurance Adjusters with head offices in the Security Building, Los Angeles. The Bureau takes the people's side in the event of a fire loss, thus affording the protection which is invariably sought by policy-holders after a fire has destroyed their property.

Mr. Kaminsky stands as a national authority on the fire insurance contract, and his advice and services are eagerly sought by leading manufacturers, jobbers, merchants and individuals everywhere on the Pacific Coast including Canada and Mexico. Within the past year his services were called for by the Lower Colorado River Ginning Co. of Lower California, Mexico, to represent them as their adjuster when they suffered a $200,000 fire loss.

Mr. Kaminsky is the oldest Public Fire Insurance Adjuster, in point of service, on the Pacific Coast and on account of his wide experience, and his high technical insurance training, in matters relating to fire losses, is called by leading attorneys to adjust losses for their clients and also to interpret technicalities, arising in the course of conflict, after a fire loss has occurred.

Mr. Kaminsky stands for greater education on the part of the policy-holder leading to a better understanding of the insurance policy contract and believes that the policy-holder is entitled to expert advice and assistance in case of a fire catastrophe, in order to protect the insured's rights.

Mr. Kaminsky can well be proud of his enviable record as a public fire insurance adjuster for over a decade, in defending and protecting the people's rights during the hour of need.

WILLIAM LIDDINGTON

During the past year Mr. William Liddington, widely known throughout Southern California as a paving expert, has completed many very extensive contracts, among them being work on Melrose and Vine street, the paving of Hillhurst from Sunset Boulevard to Los Feliz and similar constructive development on Normandie from Fifty-fourth to Florence. Another important piece of work which he engineered to completion was the sidewalking and curbing of Raymond avenue and Fifty-ninth street in the latter Improvement District, the outlay for which was $120,000. Still another contract completed was the sidewalking and curbing for the Halldale and Denker Improvement District.

Mr. Liddington has perfected his business to the highest standards in every department, having been established in Los Angeles for the past ten years. Year by year Mr. Liddington secures an ever-increasing percentage of the sidewalk and curbing work which keeps steady pace with the rapid expansion of Los Angeles.

Being a paving, curbing and sidewalk specialist, Mr. Liddington keeps a staff of fifty or more employees and extensive equipment ready for any and all emergencies. He keeps from ten to twenty teams constantly at work on various contracts and he has an organization and the necessary equipment to handle anything and everything in the paving, curbing and sidewalking field. This feature of the contracting business had been a life study of Mr. Liddington. He is constantly adding the most improved machinery to his general equipment and he is recognized as one of the leading contractors in his chosen work in Southern California.

Examples of Liddington paving, curbing and sidewalk laying can be found in all sections of Los Angeles. Mr. Liddington is justly proud of each completed piece of work.

General headquarters are 420 East Sixtieth street, telephone 293-672.

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NEARLY FIFTEEN YEARS AGO the idea of machine mixed mortar, delivered on the jobs, ready to use, was formulated in the minds of the builders of the Atlas Mixed Mortar Co. This was a progressive step for the convenience of the building contractor and this spirit of co-operation with the builder has prompted us in our growth throughout the years. This progressive spirit will continue to guide us until our reputation is well known throughout the Southland for efficiency, courteous and friendly treatment, and quality materials for the plasterer, brick-mason and concrete worker.

ATLAS MIXED MORTAR COMPANY

MAKERS OF MACHINE MIXED LIME MORTAR
DEALERS IN LIME, CEMENT, GRAVEL AND ROCK
AGENTS PUNTENNEY LIME, EMPIRE, STANDARD AND U. S. G. PLASTER

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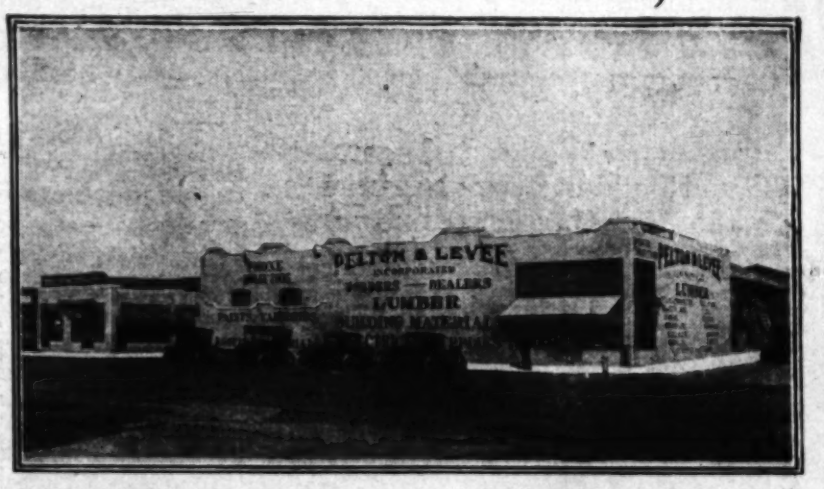

SUBSTANTIAL proof of the culmination of the right kind of an idea is well illustrated in the development of Pelton & Levee, Incorporated, jobbers in Lumber, Building Material, Paint and Roofing and Electrical Supplies. Some thirty months ago, under the name Southern California Trading Company, incorporated, A. T. Pelton and J. A. Graham, opened a small place in the rear of 1924-26 South Main street and announced the company as dealers in lumber and building materials. Last year the old name was abandoned, reincorporation occurred, the old quarters abandoned and today the capitalization of Pelton & Levee is $500,000 and the institution did a business in excess of $2,000,000 during the last twelve months.

Visualizing, the institution's general offices with warehouse and yardage accommodations are 6001-11 Santa Monica Boulevard, the Lumber Yard and General Warehouses cover between five and six acres with entrance at 4650 West Pico street, and the Paint and Roofing Department is housed at 923 Santa Fe avenue.

Numbered among the patrons of Pelton & Levee are the leading building material institutions of Southern California and Arizona. General jobbing is done to the painting and contracting interests.

In order to better facilitate its service to clients a mill fully equipped to take care of a large part of its sash and door and built-in features is operated in connection with its yard and warehouses in West Pico street.

Pelton & Levee, Incorporated, is officered as follows:

A. T. Pelton, president; J. A. Graham, vice-president, and S. M. Levee, secretary and treasurer.

LOS ANGELES TIMES RADIO STATION KHJ
Two Years in Operation. Its Influence Extends Thousands of Miles. Hail the World Blanketed
BY R. O. CHRISTON

RADIO BROADCAST has, in the short space of two years, established itself firmly as a permanent institution of inestimable benefit to humanity, combining, in a close, the school, church, theater, concert, lecture, entertainment and world news.

There is not a city in the country where the voice of "Uncle John" of KHJ is not known and where the programs broadcast from it are not eagerly awaited.

The Christian Science reading-rooms are among the finest in the country.

One of the most rapidly advancing denominations in the city is the Presbyterian, which has thirty-one prosperous churches and a combined membership of more than 13,000, an increase of more than 200 since last New Year's Day.

The ConGregationalist membership of Los Angeles totals 6000 and the denomination has twenty-eight well-established churches, in addition to the regular support given to

members of other churches, are ever ready to render aid to the sixty-seven charitable organizations of the city and one of their best institutions is the Lutheran Hospital, which, like the Methodist Hospital, acts the part of Good Samaritan to those in need of medical and surgical aid, regardless of color or creed.

Membership in the Christian churches of Southern California approximates 22,000, twenty-three of the forty-eight churches of the county being in Los Angeles. Rev. M.

ALHAMBRA

WHERE LIFE IS WORTH WHILE

In the hill-bound cradle of a great Southern Empire of Democracy, supremely blessed by the bounties of Nature, where nomad Indians first built their villages and Franciscan padres founded the Mission that is the mother of Los Angeles, here between that teeming metropolis and the golden valley of the San Gabriel, has been builded a mighty city, dedicated by the loving service of a home-owning community, to the happiness and well-being of man.

Alhambra, today, is the fastest growing city in America, spending this year in new buildings over $300 per capita, doubling her population in twenty-four months, and stabilizing her increase with a new home built for every three new citizens who have arrived.

The magic of Alhambra's growth, from 5000 in 1910 to 23,000 in 1923, with a seven million dollar building program, is the magic of civic devotion in a community united by its ideals, where the sincerity of a common purpose provides with rare vision and persistent effort for the employment, the education, the recreation and general welfare of her citizens, young and old, rich and poor.

Behind her great industrial district, her tree-lined streets of beautiful homes, her thriving business centers, the indomitable spirit of Alhambra is building now, firmly and well, the foundations of a city of five times her present population. Her past progress is but a forewarning of growth to come. In this growth lie hidden fortunes for those thousands who will share her ideals, that Alhambra may continue in the future as she is today a city "where life is worth while."

You may be one of these. We invite you to share the success of a successful city.

El Alhambra Club

The Chamber of Commerce, Alhambra, California
Please send me the new Alhambra Club booklet.
NAME_____
STREET_____
CITY_____
STATE_____

Advertisements—Business Announcements, Enterprises, Real Estate, Commerce.

[Under this general heading appear on this and succeeding pages of the Midwinter Number various authorized business announcements, together with descriptions of industrial and building enterprises, the nature and responsibility for which are shown in the notices themselves.]

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BEVERLY HILLS, the Unique, is a City Within a City

Los Angeles has grown around her most beautiful suburb and left it to its own individuality, its own beauty. The Mulholland Highway—now building, 22 miles in length—will be one of the world's most noted scenic highways, will lie wholly in Los Angeles, yet two miles from Beverly Hills. This famous highway will more than double the value of "The Hills of Beverly" and other close-in foothill properties.

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Beverly Hills, California

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PLANT—S. P. R. R., WAHDO, CAL. Telephone—Burbank 48

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RESEDA
An Active Suburb of Los Angeles
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Lots, $475 up. Homes, $4500 up.
Two Acres, $2200.
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E. A. IRISH
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Portable Compressed Air Equipment For Concrete Breaking

Whitmore Hotel, Second and Figueroa Sts.
Class A. Concrete Buildings
MEMBER

Tuberculosis Hospital, Sawtelle, 200 Beds, 31,000 Square Ft.

LOS ANGELES BUILDING & CONTRACTING CO.
(EAVES & HODGES)
LOS ANGELES CALIFORNIA.

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ESTABLISHED 1888
Designers and Manufacturers of High Grade Jewelry.
Dealers in Diamonds, Watches, Etc.
Telephone Beacon 6270
1018 West 16th St., Los Angeles

Some Evidences of 1923 Growth

A portion of the buildings program of the past twelv

1. Blumenthal Apartments
Hollywood Boulevard and La Brea

2. Piccadilly Hotel
Grande and Lemoin streets

3. Hotel El Cortez
Los Angeles Harbor

4. Hellman Bank Building and
Platt Fine Arts Building
Hollywood Boulevard and Cherokee street

5. Las Lorenas Apartments
Rowland and Bonnie Brae streets

6. Hamburger's Department Store addition
Eighth and Hill streets

7. Western Outdoor Building
South Broadway and Ninth street

8. Hellman Bank Building
Seventh and Spring streets

9. Financial Center Building
Seventh and Spring streets

10. Biltmore Hotel
Eighth and Flower

11. Hollywood Apartments
Sycamore avenue and Hollywood Boulevard

12. Chamber of Commerce Building
Twelfth and Broadway

13. Los Angeles Warehouse Building
San Pedro street

14. Security Trust and Sa
Long Beach

15. Garland Building
Ninth and Main stree

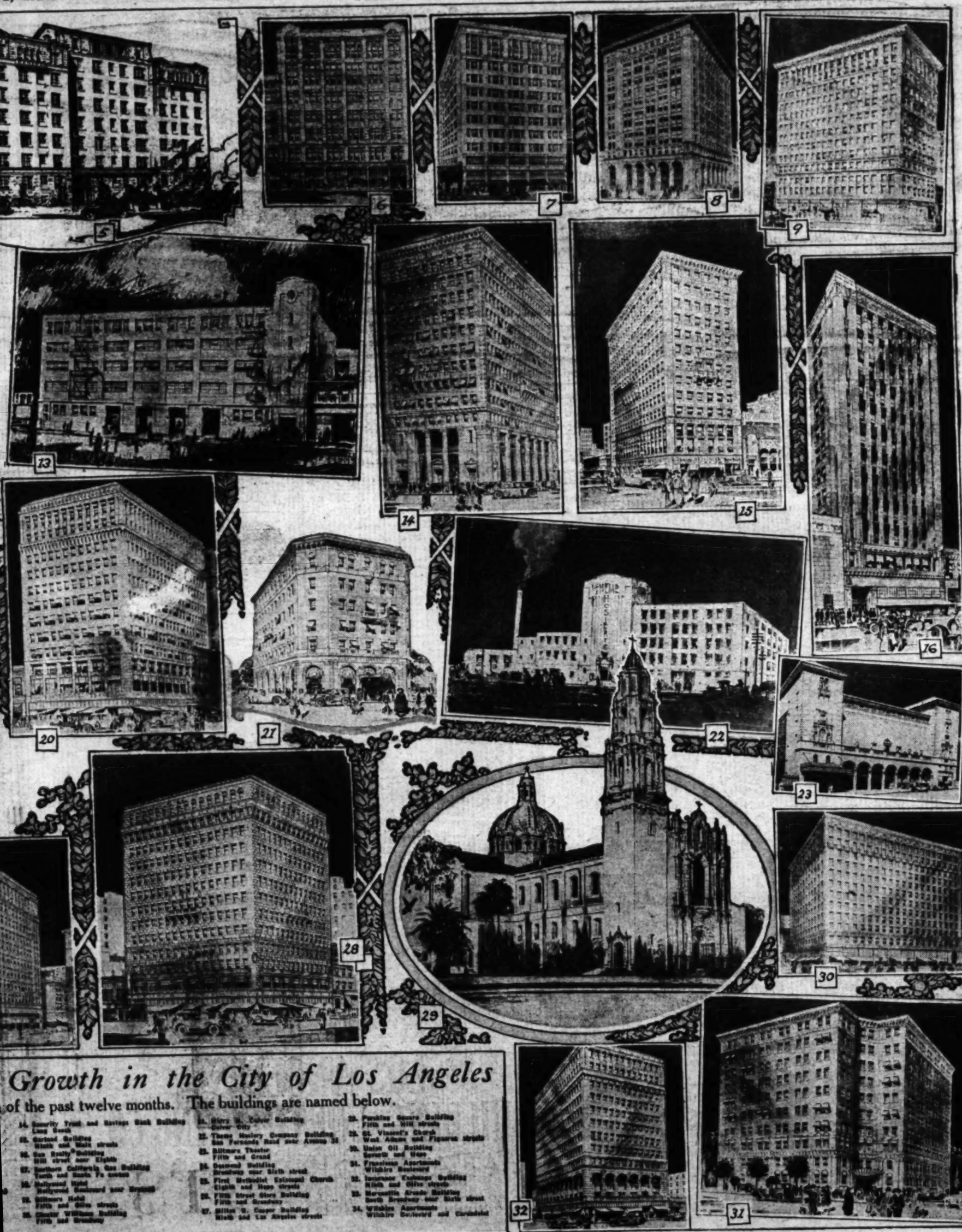
16. San Fernando Building
Fifth street near Eighth

17. Southern California Gas
Tenth and Santa Fe a

18. Hollywood Hotel
Hollywood Boulevard

19. Biltmore Hotel
Fifth and Olive street

20. Chester Williams Buildi
Fifth and Broadway



Growth in the City of Los Angeles

of the past twelve months. The buildings are named below.

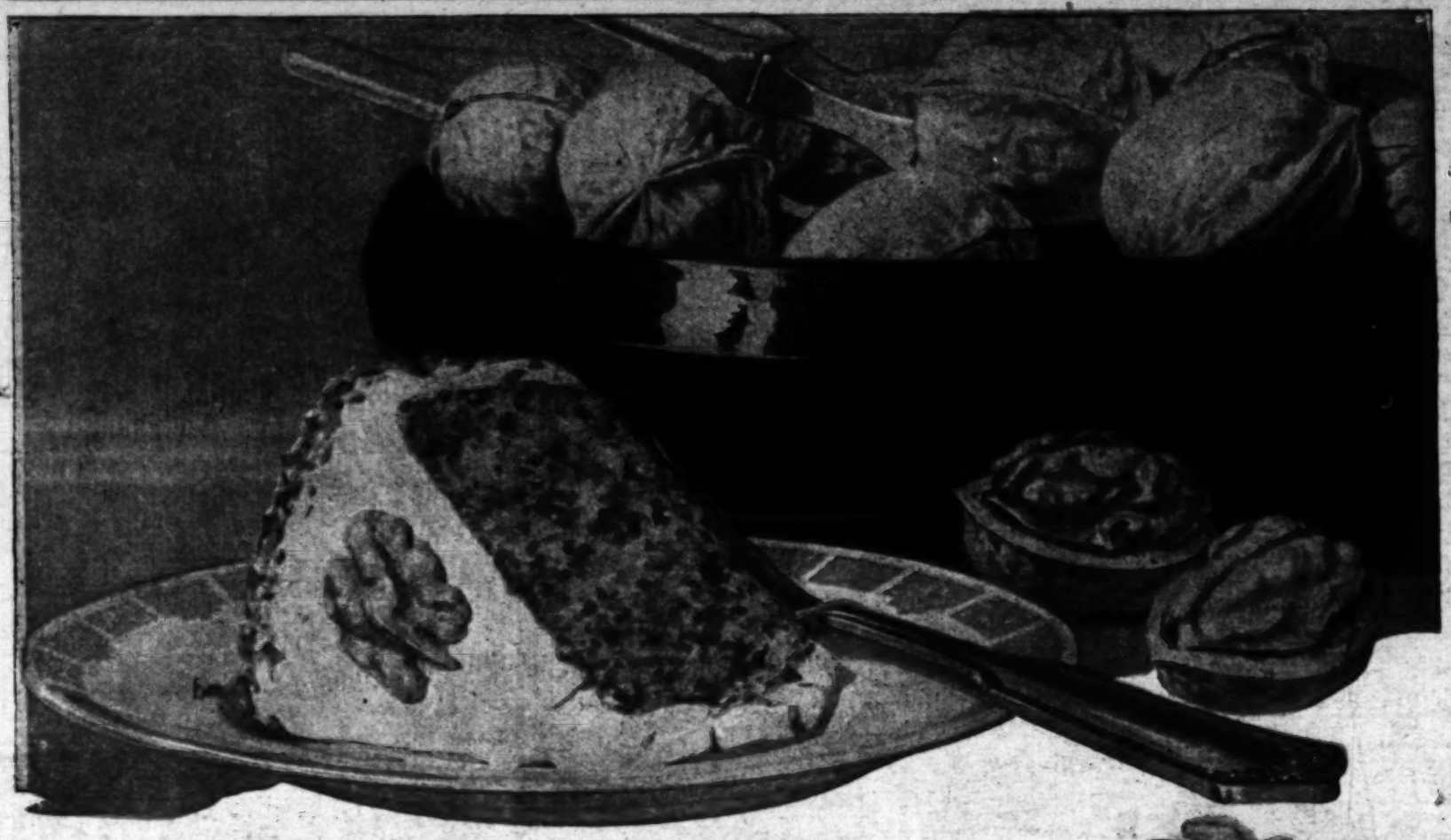
14. Security Trust and Savings Bank Building Long Beach
15. Garland Building Ninth and Main streets
16. Sun Realty Building Hill street near Eighth
17. Southern California Gas Building Tenth and Santa Fe avenue
18. Hollywood Hotel Hollywood Boulevard near Wilcox
19. Biltmore Hotel Fifth and Olive streets
20. Chester Williams Building Fifth and Broadway
21. Mary M. Culver Building Culver City
22. Thomas Mallory Company Building San Fernando Road near Avenue 34
23. Biltmore Theater Fifth and Grand
24. Desmond Building Broadway near Sixth street
25. First Methodist Episcopal Church Eighth and Hope streets
26. Fifth Street Store Building Fifth and Broadway
27. Milton T. Cooper Building Ninth and Los Angeles streets
28. Pueblos Square Building Fifth and Hill streets
29. St. Vincent's Church West Adams and Figueroa streets
30. Union Oil Building Seventh and Hope
31. Francisca Apartments Wilshire Boulevard
32. Insurance Exchange Building Ninth and Olive streets
33. Mercantile Arcade Building South Broadway near Sixth street
34. Wilshire Apartments Wilshire Boulevard and Cloverdale

Los Angeles Times

Annual Midwinter Number

Part VII

January 1, 1924 Price 15 cents



These Good Walnuts

are a matter of pride with us

Walnuts that have good looking shells frequently differ in the kind of kernels they contain. Some are good. Others are disappointing.

Ten years ago we California growers recognized this condition. And we set out to produce Walnuts which are always dependable.

We want you to know about our Walnuts. It is unfair to us to have them confused in your mind with others.

"English" Walnuts are grown in France, China, Chile, Italy, and California — none come from England. But we make Walnut growing a specialized industry.

We have remarkable advantages of climate and soil. We plant pedigreed trees and give them garden-like care.

So we produce great Crops of fine Walnuts —better than those from any other section.

Then by unique methods we single out the best and name them Diamond.

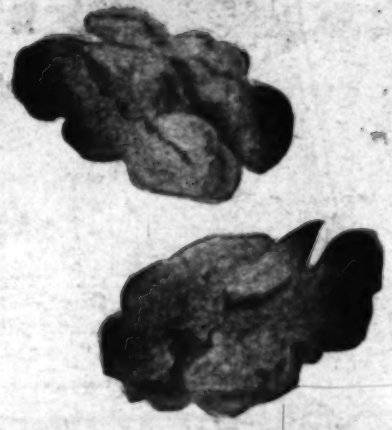
Women experts hand sort them three times. Ingenious machines pull out the nuts that look good but contain shriveled meats and empties. Many of these rejected nuts would look good to you, but we discard 5,000,000 pounds a year.

Trained inspectors actually crack hundreds of nuts from each shipment to check the other tests.

So Diamond Walnuts — the pick of the California Crop—are full-meated, sweet, and crisp.

They add new and delightful flavor to salads, cakes, desserts, meatless meat loaf, etc. To make almost any food better, *just add Walnuts.*

As the price of Diamond Walnuts is usually about the same as for other Walnuts—surely it's worth your while insisting that the grocer take yours from the famous Diamond bag, illustrated below.



Walnut Maple Cake

Cream ½ cup butter and 1 cup brown sugar; add yolks 2 eggs and ¼ cup milk. Then add 1½ cups flour sifted twice with 2 teaspoons baking powder, 1 teaspoon vanilla, ¼ teaspoon salt, and 1 cup chopped Diamond Walnut meats. Lastly add whites of eggs beaten stiff. Bake 45 minutes in angel cake pan. Cover with your favorite frosting, sprinkling sides with chopped Diamond Walnut meats. Put a row of halves around the edge.

CALIFORNIA WALNUT GROWERS ASSOCIATION
A Purely Cooperative, Non-profit Organization of 4074 Growers
Our Yearly Production 50,000,000 Pounds
DEPT. A 19. LOS ANGELES, CALIFORNIA

MOST DIAMOND Walnuts — about 50,000,000 pounds a year—are sold in shells. But you can also buy these same delicious Walnuts **shelled**—just the kernels alone. Selected halves for table use and fancy dishes **in glass jars**; halves for topping mixed with pieces for filler and salads **in tins.** Both "Vacuum Packed" so they come to you with the incomparable DIAMOND flavor and freshness intact.

SPECIAL OFFER (while they last): The handiest loose-leaf receipt book ever designed. Includes strong, flexible cover, complete set index cards, and 50 blank sheets for your favorite receipts. Size 6x8 inches. Lies flat, stays open. Would cost $2.00 in any retail store, but you send **less than actual cost to us**—only $1.00—to get one prepaid to your door. Includes a few of our choicest Walnut receipts **but no advertising** in or on the book. Act now if you want to be sure of a copy. Just enclose a $1.00 bill with your request.

DIAMOND *California's finest* WALNUTS

Crackin' Good Walnuts

Southern California's Agricultural Supremacy

High Land Values Justified by Yield Over Long Period; Position of Farmers Substantially Strengthened

BY ROBERT W. HODGSON
Farm Adviser, Los Angeles County

IN THE face of a condition of widespread agricultural depression, ranging from mere uneasiness on the part of farmers to actual decreases in land values amounting to several hundred dollars per acre, California in general, and Southern California in particular, maintains a position of unequaled agricultural security. True enough, minor reverberations of the general wave of post-war depression have reached California producers, but in the main it is safe to say that the position of Southern California, agriculturally speaking, is sounder than that in any other part of the United States. Few there are with the temerity to forecast the future, but those informed on agricultural conditions unanimously agree that whatever shallow trough of financial stringency which may have occurred in Southern California unnoticed by the majority of the farming population, is now definitely passed. And reports indicate that the agricultural position of this part of the country is rapidly being strengthened.

To agricultural economists the remarkable manner in which California agriculture and especially that portion of the industry located south of the Tehachapi has weathered the general period of retrenchment amounting almost to catastrophe over large areas of the nation presents a phenomenon of unusual interest. The situation is all the more remarkable in view of the fact that the profits returned to agricultural producers in Southern California during recent years have not been unduly large, coupled with the further fact that high land values today and for years past have constituted an outstanding feature of the agricultural situation in this part of the State.

• • •

Contrasts in Land Values.

THE average eastern farmer is appalled on his arrival to hear of land values ranging from a minimum of $400 per acre for unimproved, raw agricultural land, to as high as $10,000 an acre for intensively developed orchard properties. The average valuation on developed agricultural property within a radius of sixty miles of the city of Los Angeles is close to $1500 per acre. "How do they do it on such high-priced land?" is a question frequently raised by the eastern tourist, who is almost invariably a prospective settler. Many, indeed, express frank disbelief in the possibility of conducting agricultural enterprises under the handicap of such high valuations. The fact is, however, that, for years past, at the present time, and unquestionably for years to come, Southern Califronia farmers and fruit growers will continue successfully to maintain themselves and to provide the comforts of life on lands valued at what would be regarded as good business valuations in the average country town in the Middle West.

The very fact that Southern California agriculture is today, in a period of post-war depression, more serious than has existed for generations, relatively prosperous as compared to other parts of the country, in spite of the highest land valuations ever known for agricultural properties, stands as a concrete testimony to the fact that it can and is being done.

An understanding of some of the reasons contributing to the relative stability of the highly intensive specialized agriculture which characterizes Southern California is desirable not only on the part of those in other States who are expecting ultimately to move to "sunny Southern California," but on the part of the many hundreds of recent settlers who as yet are unable to explain just how it has happened and who are nonplussed in the face of the arguments advanced by eastern relatives and friends.

• • •

Remarkable Crop Range

WITHOUT doubt, the principal factor making it possible to realize profits on the high land valuations which exist in Southern California is the remarkable range of crops which can be grown here, a range of crops which is not equaled elsewhere in the world. By way of illustration it is only necessary to point out that the 1920 census listed well over 150 crops grown commercially in California, as contrasted with fifteen or twenty constituting the commercial agricultural production of such empire States as Iowa, Illinois, Indiana and others.

This situation reaches its highest intensity in the southern part of the State, where it can be said without fear of denial that practically every crop grown in the United States can be grown here successfully. This, of course, does not mean that it is profitable to grow all of these crops. On the other hand, it is the very fact that Southern California is eminently adapted to the production of crops which cannot be grown to any great extent in other parts of the country that is largely responsible for the land valuations which exist.

The remarkable crop range which exists in California in general, aid in Southern California in particular, is largely a matter of climate. Not only is the climate of California remarkably comfortable and pleasant for human beings, but it is also equally well adapted to the production of plants and animals. Other factors contributing to this situation are remarkably fertile soils, comparative freedom from serious diseases and pests which limit returns to be made, and more than these, the control of the moisture factor by means of irrigation, which insures maximum yields.

• • •

Production of Specialty Crops

SECOND in importance to range of crops which can be grown, giving wide selection to the California farmer and fruit grower, is the fact that Southern California agriculture is built very largely upon the production of specialty crops. Much has been said and still continues to be said concerning the merits of one-crop farming as contrasted with diversified farming. There is no disputing the fact that the basis of successful permanent agriculture in most parts of the United States where the crop range is decidedly limited, is diversified agriculture. Experience of the cotton growers, alfalfa growers, wheat growers, tobacco growers and many others during the past five years, has conclusively proved that usually it does not pay to have all the eggs in one basket. There are those who believe that diversified agriculture will eventually be necessary in California. The writer is of the opinion, however, that the unequaled prosperity of California, agriculturally speaking, is due primarily to the fact that California agriculture is based on the production of specialty crops in which there is little or no competition from other parts of the world.

There has been no more spectacular demonstration of the advantages of a highly intensified agriculture based on the production of specialty crops than that which California has exhibited during the present agricultural crisis. Early in the post-war retrenchment period, when the value of agricultural production for the nation shrank more than $5,000,000,000 in a single year, occasioning an acute depression on the part of producers of practically all staple crops, California specialty-crop producers continued to be prosperous, partly on account of an unusually efficient system of marketing, but very largely on account of the fact that they were producing crops in which there were no competing districts,—crops which, in many cases, have been regarded as in the near-luxury class. The experience of the Food Administration has fairly well demonstrated a fact of particular significance to the prosperity of California producers, namely, that the American consumer will go without staple-food products in order that he may have near-luxuries.

• • •

Co-operative Marketing

THE production of specialty crops, which for years has marked California agriculture and has reached its zenith in the southern part of the State, is of course made possible by the wide crop range which exists and which has already been discussed. California producers have been wise enough to select those crops which cannot be produced commercially in other parts of the country and have concentrated on these to advantage. Nothing could be more disastrous to the agricultural prosperity of California than for a program of diversified agriculture to be adopted which would place California producers on a competitive basis with the other principal agricultural States of the Union.

The third factor contributing to California's outstanding aricultural prominence and responsible, indirectly, in a measure, for high land valuations is the co-operative marketing machinery which California producers have developed and perfected for marketing their crops. It is noteworthy that during the post-war period of depression, when the normal machinery of marketing failed to function, with the result that agricultural products of all kinds and in unprecedented quantity accumulated in the hands of producers and could not be marketed, California producers continued to market their products in an orderly manner and to distribute them to the consumer at a reasonable profit. This was due primarily to the fact that the California co-operatives, representing thousands of individual growers, assumed the distribution risk, a risk so great that no commercial marketing agency could possibly assume it, and carried their products to the eastern dealer before effecting sales. The risk of the buyer on a declining market was therefore reduced to the lowest possible minimum with the result that California products went into consumption and at a price which in the main returned profits to the producers. There are many producers who believe in the f.o.b. sales plan, but there is no questioning the fact that on a declining market it is the producer, as well as the consumer, who suffers on such a sales system. Only through the co-operative method of marketing has it been found possible to solve this problem in a satisfactory manner.

A fourth factor of considerable importance affecting land values and agricultural prosperity in California is the highly intensified methods used by the producers. These methods, the result of years of experience, plus investigation, tend toward production of maximum crops per acre at a minimum cost. They have emphasized production of quality products which, coupled with standardization and efficient distribution, have given California her well-deserved reputation for the best there is, agriculturally speaking.

• • •

Disentangling Valuations

THE principal reasons contributing to justifiable high land valuations for agricultural purposes in Southern California have been briefly outlined. The highly involved situation, with respect to land valuations, however, exists in the zone lying within fifty miles of the city of Los Angeles and within a radius of a few miles of nearly every important city in the Southland. In these areas the prices asked and readily gotten for lands usually represent a combination of two or three factors, each of which has an important bearing on the valuation. The first of these is the residential value, which ranges from $1000 an acre on up. The second is the agricultural value, based on the possible returns to be made. The third and more recent is the result of the phenomenal oil boom of the past three or four years and represents the oil lease or royalty value. A combination of these three results in valuations in excess of $10,000 an acre in some sections. In every case the writer has analyzed, where lands have been sold at figures approaching these, the principal contributing factors have been either the residential factor or the oil-lease factor.

The residential factor has been particularly prominent during the past eighteen months and is a direct result of the most phenomenal subdivision boom in the history of this country. Farm lands valued at from $400 to $600 per acre have, within a fortnight or two, been converted into beautiful residential communities with valuations of several thousand dollars for a fifty-foot lot. It is literally true that eastern tourists have been charged unwarranted prices for agricultural lands only to be made rich within six months by either the development of a brand new town or the bringing in of a 1000-barrel gusher. Land values have pyramided in an unprecedented manner, due to the two factors of subdivision and oil. In some cases they have been combined. In other cases they have operated separately. The net result has been, however, that practically all land within a radius of fifty miles of Los Angeles has doubled or trebled in value within the past two years.

• • •

Present Tendencies

WITH the rapid influx of settlers the present-day tendency is toward the breaking up of land holdings into smaller and smaller pieces. Figures compiled recently indicate that nearly 50,000 acres of good agricultural land has been divided into parcels of from one to five acres for sale to settlers during the past eighteen months. It now appears that within a comparatively short time the prevailing size of a farm will be ten acres or less.

With small land-holdings emphasis is now being placed more and more on intensive methods in order to produce high-acreage returns. The poultry-fruit combination is demonstrating more and more its many advantages. With a combination of poultry and fruit, or poultry and berries, it is possible to make a living on a relatively small acreage. Other combinations are equally profitable.

Greater efficiency, both as to methods and as to crops, is being stressed year by year. Orchard analysis, as a means of eliminating nonprofitable trees and substituting for them good producing trees, has been introduced within recent years. The elimination of nonprofitable hens by culling, the use of cow-testing records as a means of elimination of low-producing dairy cows and many other means are being used, all tending toward greater efficiency on the part of producer and product.

With the breaking up of agricultural holdings into smaller units, and with the adoption of more intensified and efficient methods and the present highly satisfactory co-operative-marketing machinery, there is little question that Southern California will continue to maintain its position of agricultural supremacy.

ALL LIMA BEANS GROW IN A STRIP HERE

Vine Plant Extracts Nitrogen From Sea Fog and Southern California Produces an Immense Crop

THOUGH the crop of lima beans in Southern California was rather light in 1923, the State was many jumps ahead of other parts of the country on limas—because the balance of the country produces none.

Not everybody knows this, so it is worth telling that a coastal strip of land extending from Santa Barbara on the north to a point somewhere near San Diego on the south, and reaching inland from the shore perhaps eighteen miles, turns out all the lima beans that are commercially grown in the world, outside of a somewhat limited acreage on the island of Madagascar.

The lima might well be termed the original "air plant." Its successful cultivation is based upon two things—temperature and sea fog. With either of these elements lacking, the crop is a failure. The thing most essential to its growth is fog.

Sea fogs are heavily impregnated with nitrogen, which is one of the greatest of plant foods. Planted early in the summer, usually upon dry-farming land which contains just about enough moisture to germinate the seed, the lima, which is a vine plant, spreads itself over the space between the rows, conserves such moisture as there is in the earth, and proceeds to feed upon the night fogs of summer, which roll in from the ocean and dissipate themselves after traveling twenty to fifty miles.

These fogs are charged with nitrogen in the most assimilable form. The lima bean vine is endowed with the power to extract this nitrogen from the atmosphere and feed upon it, storing up such reserve nitrogen as it may have in tiny nodules upon the roots of the plant. It is this stored-up nitrogen which serves to fertilize the earth from year to year, so that it is never necessary for the rancher to apply any kind of fertilizer to the ground upon which he grows limas, although such land in Southern California has been continuously cropped to limas for from ten to thirty years without crop rotation of any sort; and is now, according to the ranchers, richer soil than it was when it was first turned by the stirring plow.

The lima is regarded by many as the supervegetable—the finest of the bean family. In recent years, one of its children—the Baby Lima—has attracted wide attention and gained considerable popularity. This variety is a bush rather than a vine plant, does not require much, if any, fog, and is capable of growing in the hot interior valleys because its bushiness provides shelter for the blossoms when the pods are setting, and prevents the blight which the ordinary lima suffers when subjected to much summer heat without moisture or fog.

The Baby Lima is being rather extensively planted in California and is capable of wide cultivation in many valleys. The acreage has been increasing at the rate of from 3000 to 10,000 acres a year. In 1923 the yield showed a big gain over that of the previous year. Baby limas are meeting with favor with housewives because they are smaller and will cook tender without the somewhat tough skin that the larger lima has.

Ventura county leads the country in lima production. It is actually the lima bean bag of the United States, the production in 1923 being 506,000 bags of 100-pound size. Los Angeles county stands second with 230,000 bags, this yield consisting largely of baby limas, which are now grown extensively in the San Fernando Valley under irrigation. Her baby-lima yield was 204,670 bags. Orange county is third with 141,000 bags, Santa Barbara county is fourth with 96,000 bags and San Diego county is fifth with 30,000 bags.

The total yield of both varieties for 1923 was 1,046,580 bags, against 1,225,000 bags for the previous year. The shortage was due largely to lack of sufficient rainfall to carry the crop on dry-farming acreage.

Local Tennis Champion

Miss Helen Wills, tennis champion, is a native daughter of California. The western State has a host of champions in various athletic lines, due to the fact that from babyhood on up, the fortunate youngsters can play out-of-doors and enjoy those sports which are developers.

Vegetables for Almost Every Table in the Land

Southern California, "Winter Garden of the World," Serving Succulent "Truck" All Over the United States

BY ROSS H. GAST

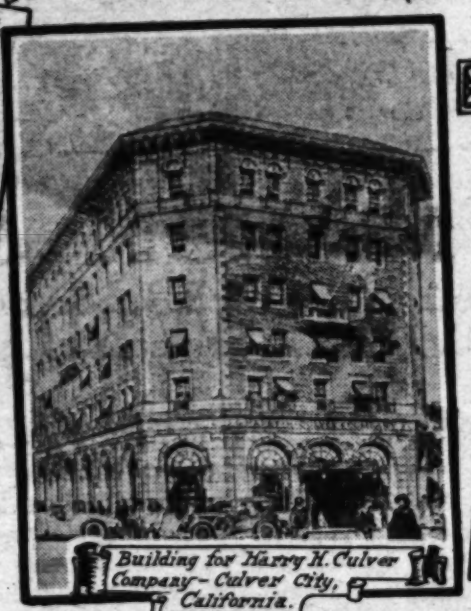
A FAVORED climate, rich soils and intelligent development and use of irrigation water have combined to offset marketing disadvantages in building up a great vegetable-producing industry. Several years ago to assist in marketing the great crops of lettuce and cantaloupes and it is largely due to the efficient service of its Bureau of Agricultural Economics

Building for Pacific South West Trust and Savings Bank-Pasadena. North East Corner Colorado & Marengo

Apartment Building for Hollywood

Milton G. Cooper Dry Goods Company Building—North-East Corner Ninth and Los Angeles Streets

Office Building for North East Corner Fifth and Hill Streets



Building for Harry H. Culver Company—Culver City, California.

Chester Williams Building North East Corner Fifth Street and Broadway

IMPORTANT WORK DURING 1923

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ARCHITECTS

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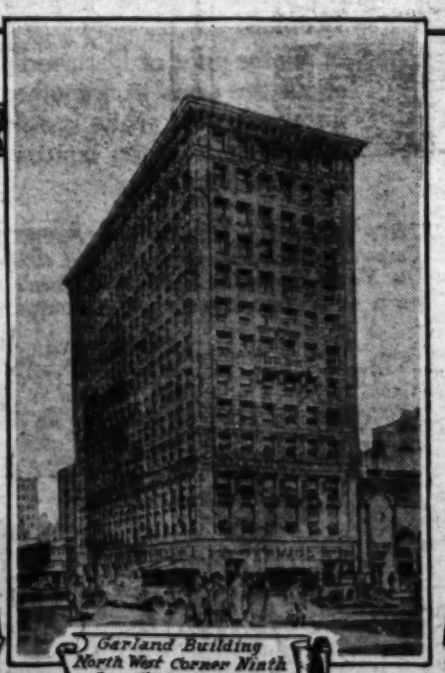

Garland Building North West Corner Ninth And Spring Streets

Security Trust and Savings Bank Building Long Beach—California.

Southern California's Agricultural Supremacy

High Land Values Justified by Yield Over Long Period: Position of Farmers Substantially Strengthened

BY ROBERT W. HODGSON

From Advice, Los Angeles County

IN THE face of a condition of widespread agricultural depression, ranging from mere uneasiness on the part of farmers to actual decreases in land values [illegible] to several hundred dollars per acre, California in general and Southern California in particular, maintains a position of this country. Farm lands valued at from $100 to $600 per acre have, within a fortnight or two, been converted into beautiful residential communities with valuations of several thousand dollars for a fifty-foot lot. It is literally true that eastern tourists have been startled upwarranted prices for agri-

Vegetables for Almost Every Table in the Land

Southern California, "Winter Garden of the World," Serving Succulent "Truck" All Over the United States

BY ROSS H. GAST

A FAVORED climate, rich soils and intelligent development and use of irrigation water have combined to offset marketing disadvantages in building up a great vegetable-producing industry in Southern California—an industry that has no equal in any State of this nation or any country in the world. Despite the fact that Southland producing districts are many hundreds of miles from the chief consuming centers in the East, growers and shippers of our vegetable specialties have established markets there and have maintained them in the face of stiff competition from other producing areas.

In Southern California the vegetable grower has two outlets for his crop and sometimes three. These are the local, shipping and canning market. His location has a great deal to do with the market that he grows for and, in some cases, the way he handles his crop. But no other State (with the possible exception of Florida) depends so largely on the shipping market for the disposal of its vegetable crop. Here the car-lot shipping of vegetables has become an industry that annually returns millions to those engaged in the activity and many thousands of acres are given over to the culture of the great specialties, such as lettuce, tomatoes and melons. This industry was started by men who, with a vision of the future and faith in the potentialities of the Southland soil, staked fortunes in packing and shipping the first carloads of produce into eastern markets. The general opinion that these products were readily accepted is incorrect. Many shippers "went broke" in the effort to establish California vegetables in the East.

That the industry has grown from a small beginning a little over two decades ago to its present proportions reflects credit to the pioneers and those now engaged in growing and shipping produce from the "Winter Garden of the World." The early shippers and distributing agencies studied marketing conditions, and, in the absence of other reliable offices for dissemination of information useful to the grower, instructed their field men to spread such news as was secured and to recommend planting and harvesting practices found best adapted for the profitable handling of the crops. And even with the efficient service of the United States Department of Agriculture, State Department of Agriculture and State College of Agriculture, the educational service extended by the various distributing agencies, in co-operation with the authoritative bodies, has been a stimulus to the industry and of great benefit to growers.

• • •

Highly Specialized Line

IN SOUTHERN CALIFORNIA vegetable growing on a large scale is confined to such areas as have ample supplies of water for irrigation, for here artificial irrigation is fundamental and natural moisture supply incidental. In the large growing districts the chief market is the shipping market, with the cannery taking the surplus, or contracting for a certain tonnage each season. In such districts the culture of the crops is undertaken in a large way and special farming machinery and implements have been evolved after years of necessity to care for the different vegetables. Tillage and harvesting tools manufactured in and adapted to the East were not generally found applicable to California conditions.

Growing vegetables extensively calls for efficient methods of picking and packing and well-oiled marketing machinery. The gigantic Southern California vegetable "deals" (or movements of one vegetable from a certain area) interest the produce trade of the entire country and mean the loss or gain of thousands of dollars. The packing of the vegetables requires skilled labor, and this is paid high wages during the season. California vegetables are packed differently than those in most other States, and a skilled packer must have served his time in the packing-sheds of California to "learn his trade."

Of the thirty-eight co-operative marketing agencies said to be handling agricultural products in Central and Southern California, few are selling vegetables. Though the annual return from their crops runs well into millions, the growers are in no way centrally organized and the prices that they receive for their crops are not always set by them. The Japanese early gained control of the vegetable-growing industry in most sections and this can be pointed out as one of the chief reasons why growers have not formed central marketing associations to any extent. A gregarious people, not always to be trusted in making contracts, their white contemporaries soon found it impossible to work with the orientals with the mutual idea of bettering their industry, nor was there any possibility of entering into any sort of business relations with them.

So, unlike the citrus and deciduous-fruit growers of California, no co-operative agencies have been organized to further the marketing possibilities of California vegetables by advertising in the consuming centers. Other factors have also precluded the possibility of forming such organizations, but with the present trend of things it seems that chances for co-operative effort in growing and marketing are brighter than ever.

One of the marked developments and of great importance to the vegetable-growing industry was the sustaining of California's antialien land law in every respect by the United States Supreme Court recently. This decision of the highest tribunal clarifies the antialien agricultural situation on the Pacific Coast, and means that the Japanese must surrender their strangle hold on the vegetable industry in Southern California. This will, in time, open a great new field of activity for the future agriculturists of the State, the young men now studying agriculture in the State University and who were facing a prospect of entering other farming enterprises already overcrowded or, if the restrictive measures had not been passed, or are, in the future, brushed aside by diplomatic negotiations, working as farm hands for alien landowners or lessees. When the orientals once obey the laws as they are written, several years of reorganization will follow. Then the vegetable-producing industry will go on with a new and healthy growth to greater prosperity and activity for Californians and controlled by them.

• • •

And Things Do Change

ANOTHER important development of the past few years should be considered. That is the vegetable lands being crowded out by the activities of the suburban lot and acreage subdivision specialists. Just how many acres have gone out of vegetable production during the past five years is not known, but it has been sufficient to change the center of production for the local market to districts farther out. It is also certain that much of the remaining close-in acreage will of necessity be given over to the real estate operators in the near future to take care of the demands of the rapidly-growing metropolis.

With the passing of the close-in market gardens, the industry is losing many picturesque methods in both growing and marketing vegetables. The old "Chinee" gardens that surrounded Los Angeles on every side a few years ago are now sprouting bungalows or are cut up into ungraded streets awaiting the time when vociferous salesmen will dispose of a portion large enough to pay for improvements.

The caravans of high-seated vegetable wagons are seldom heard on the city streets during the early-morning hours, for the modern grower, no matter if he be close or far from the city, has a motor truck to deliver his produce to the market. And the withered, yet wise old Chinamen can no longer be seen working in the fields with their broad reed and bamboo hats, or seated at the "end of the row" sipping a bit of tea from a gourd teapot. The Chinese gave way to the more progressive American and Japanese gardeners, and the latter soon forced out the former, only themselves to be dispossessed by restrictive legislation and real-estate subdivision activity.

So the industry is passing into the hands of large operators in the inland valleys, where good soil and an abundance of water can be secured. This is as it should be, for in Southern California the high cost of land and water close in to the larger cities almost prohibits vegetable growing, while large acreages in many parts farther out lie waiting for the progressive gardener who is willing and equipped to do big things in a big way.

Shipments of vegetables from Southern California aggregate over 50,000 carloads each year, the figures being based on accurate compilations of the Bureau of Agricultural Economics, United States Department of Agriculture. Instead of one great movement each year, that for the holiday trade in the East and occurring in November and December, every month sees heavy shipments of vegetables into the markets of the North and South, as well as the East. The most important crops are lettuce, melons, cauliflower, onions, potatoes, tomatoes, celery and mixed cars of root crops and spinach.

A Southland Lettuce Field.

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Heart of Lettuce-Growing

THE CENTER of lettuce production in Southern California is Imperial Valley, the greatest vegetable-producing area in the world, and in the San Fernando Valley, near Los Angeles. In 1922, the Imperial-Valley growers and shippers sent over 7000 carloads of this great California specialty into the markets of the East. The movement is at its height with the publication of this article and the 1923-24 crop is being cut from 25,000 acres that, according to estimate, are going to produce 10,000 carloads of lettuce. The history of the development of the lettuce-growing industry in Imperial Valley is one of the romances of agriculture for it has grown from an activity engaged in by a few who, in 1915, shipped out but twenty-eight carloads.

The chief melon-growing sections of the Southland are also found in the Imperial Valley, where the bulk of the cantaloupes are grown for Eastern markets, as well as many watermelons, casabas, persian melons and honey dews. The 1922 deal in the valley included the shipment of around 12,000 carloads of cantaloupes, 2000 carloads of watermelons and heavy shipments of the other sorts. A large increase in plantings of the persian, casaba and honey-dew types is expected next year on account of the new-found popularity of these melons in the East. Kern county shipped a great many carloads of melons the past year, and vineyardists and fruit growers of that section are finding this crop profitable. Turlock, in Stanislaus county, Central California, is also a large producing center, the movement there starting after the heaviest Imperial-Valley shipments are over.

Both the lettuce and melon deals in Southern California are unusually profitable when no marketing difficulties are experienced, for there is seldom a crop failure. Of such gigantic proportions, the movement of both lettuce and cantaloupes into the Eastern markets is a task calling for experienced salesmen, traffic experts and learned economists. The United States Department of Agriculture was called upon several years ago to assist in marketing the great crops of lettuce and cantaloupes and it is largely due to the efficient service of its Bureau of Agricultural Economics that marketing troubles were avoided. But with improved conditions and new markets being opened every year experts declare there is little chance for an overproduction of these specialties and that the industry in all parts of Southern California offers many opportunities to experienced growers.

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Strong in Cauliflower

CAULIFLOWER is one of California's most promising vegetable crops from the point of possibilities in increasing plantings. This State produces more flower than all others combined, and Southern California grows 85 per cent of the California crop. To go a step farther, during the 1922-23 season, Los Angeles county grew about 99 per cent of the Southern California crop. The growing districts in Southern California have been hard hit during the past two years by real-estate subdivision operators, for they are located close to the urban limits of Los Angeles. This season (winter 1923-24) the crop is being tried out in Ventura and Kern counties with success. The acreage this season is short of last, when around 5000 acres were planted, and it is estimated that 2000 carloads will be shipped. When new districts that are adapted to the growing of cauliflower are once established, far enough away from Los Angeles to be safe from the subdivision activity, this crop should prove to be far more popular and profitable.

Southern California has only one large onion-producing district, and that is located in Coachella Valley, Riverside county. There, onions are dug and marketed in April and May, at a time when storage stocks of fall onions are usually depleted. In 1923, 1100 acres were planted in the valley, from which about 600 cars were shipped.

The Southland potato-growing industry has been in a rather bad way for several years, but last year growers in most sections profited from their crop. Stiff competition from other Western States which produce potatoes has cut down the profits of our growers to some extent, but the State University is working on problems confronting the local industry and reports that some interesting and encouraging results will be given out this spring. The State production of this crop usually is about 8000 carloads a year.

The tomato is rapidly gaining favor with Southern California vegetable growers, especially those in sections where the crop can be disposed of to cannery or shipper. During the past few years the industry has been increasing at the rate of 25 to 30 per cent annually. In 1922 the car-lot shipments for the entire State totaled 2300, while during October, 1923, alone, 1100 cars were packed and loaded within the State. The Southland producing sections sent out a large percentage of these shipments, especially in October and November. Last fall the warm weather in the East made it possible for most consuming centers there to secure their supplies locally and so the prices were not as high as usual. However, most growers made money and are enthusiastic over the prospects. The chief producing centers in Southern California are in the San Fernando Valley and Moneta in Los Angeles county, Buena Park and Stanton in Orange county, Imperial Valley in Imperial county and several coastal points in San Diego county.

Celery for local consumption is produced in abundance in the market gardens near Los Angeles every month. There are also several larger producing areas in Southern California, notably in Chula Vista, San Diego county; El Monte, in Los Angeles county, and Irvine, in Orange county. The rich delta lands of the San Joaquin and Sacramento rivers produce the bulk of the crop in California, which in the 1922-23 season amounted to 3500 carloads. The movement from the chief production sections is now under way, with reports of a good crop profitably disposed of coming in.

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Mixed and Locally Consumed

IN ADDITION to these crops, the Southland shippers send out many carloads of mixed vegetables, both to Eastern and intermediate points. These usually consist of root crops, such as carrots, beets and turnips, and are for the most part grown in the market gardens close to the larger cities. Imperial Valley growers also send out many express shipments of peas, as well as some early asparagus. The chief producing section for the latter, however, is in the delta section of Central California, where a large percentage of the nation's supply of this crop is grown. Cabbage as a shipping crop alone shows a decline in production during the past five years, the 1922 shipments not totalling 1000 carloads

(CONTINUED ON PAGE FOUR)

1923 SUBDIVISION RECORD

NATIONAL BOULEVARD HEIGHTS—SOLD OUT

CITRUS CENTER - - - - UNIT NO. 1—SOLD OUT
CITRUS CENTER - - - - UNIT NO. 2—SOLD OUT
CITRUS CENTER - - - - UNIT NO. 3—SOLD OUT
CITRUS CENTER - - - - UNIT NO. 4—SOLD OUT
CITRUS CENTER - - - - UNIT NO. 5—SOLD OUT
CITRUS CENTER - - - - UNIT NO. 6—SOLD OUT

MISSION GROVES - - - - UNIT NO. 1—SOLD OUT
MISSION GROVES - - - - UNIT NO. 2—SOLD OUT
MISSION GROVES - - - - UNIT NO. 3—85% SOLD

KENWOOD HEIGHTS - - - - - - - SOLD OUT

LEMAR HEIGHTS - - - - - - - NOW SELLING
—The Cream of Them All.

Watch Our Record for 1924!

S. P. LEV, Subdivision Manager.

Good-bye 1923— Greetings 1924

THE OLD YEAR, 1923, has been an exceptionally good one for us, which we appreciate, and from all indications we feel justified in expecting even more from the New Year, 1924.

The remarkable and substantial growth of Los Angeles is well known, and the confidence shown by the large interests, some from the East, investing millions of dollars in the manufacturing and industrial districts, with millions more to follow, has been the cause of millions being invested in Class "A" limit height office buildings, hotels and apartments, bungalow courts and flats.

The many new stores, business blocks and other buildings that have been erected, property bought and sold on numerous cross-town thoroughfares and business streets, will run into several more millions of dollars.

All the above can easily be verified, and as we have had our full share, we feel like

Wishing You All a Happy New Year.

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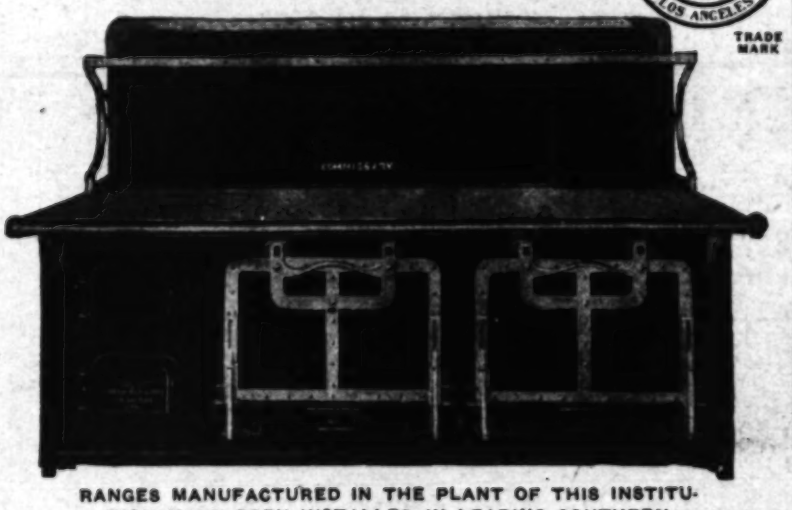
MADSEN IRON WORKS

MADSEN IRON WORKS MIW LOS ANGELES TRADE MARK



RANGES MANUFACTURED IN THE PLANT OF THIS INSTITUTION HAVE BEEN INSTALLED IN LEADING SOUTHERN CALIFORNIA HOTELS AND RESTAURANTS

THE MADSEN IRON WORKS, which is one of the leading industrial institutions of Southern California, is engaged in foundry and machine jobbing. Highly perfected hotel and kitchen ranges and general kitchen equipment of this plant is the result of many years of effort spent in specializing, and Madsen installations are to be found generally in all leading hotels and cafes throughout Southern California.

Having made a specialty of paving-plant equipment for a number of years, the Madsen Iron Works carries a complete line of repairs for all types of paving plants. Among other Madsen products, perhaps none takes precedent over the Madsen Portable Paving Plant—patents applied for—which is the only portable plant with the capacity of a stationary plant. It can be equipped for transportation on its own wheels, flat cars or motor trucks. It is raised and lowered by special jack attachments, requiring no blocking. Designed and built exclusively by this institution, the claim is made that it is the most successful portable paving plant on the market. The plant can be motor driven, direct connected to main shaft, or can be supplied for steam or gas engine drive. It is of rigid steel construction and equipped with one-ton Madsen Special Asphalt Mixer. The capacity is forty to sixty tons per hour, according to specifications. Many leading Southern California contractors are using the Madsen Portable Paving Plant.

The Madsen foundry also specializes in a complete line of special analysis castings.

The various departments of the Madsen Iron Works are housed in separate buildings with ample room for expansion. The plant and general offices cover five acres with general offices at 379 North Bicket street, Los Angeles-Huntington Park-Vernon Industrial District. This business was started in 1910 by Martin and Peter Madsen and has recently been incorporated for $500,000.

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LOS ANGELES, CALIFORNIA

All the Time Do the Crops Grow in California

And in This Land Gifted by Nature With Perpetual Fecundity They're of Every Kind That's Found Anywhere

BY GEORGE LAW

THE fundamental difference between agriculture in California and in the East is one of greater natural adaptation. In California it is an all-year-round occupation; crops are growing all the time; the soil is perpetually producing. There are places along the coast and in the desert where frost has been known to appear only in slight degree at rare intervals. In the main agricultural valleys the growing season between frosts has a duration of seven months. Nowhere, except in altitudes higher than about 3500 feet, is the winter season severe enough to interfere with farming. Something can be raised during the winter everywhere, and over the most of Southern and coastal California the winter season is the farmer's delight because of the fructifying rains.

The first explorers of California reported the mildness of the climate and the amazing and lovely verdure that they found in the dead of winter. The native Indians did not have to exert themselves more than to construct frail wickiups of brush and to garner the wild harvests of Nature. But the first settlers did not find a tropics. The region was semiarid even along the coast, the year being distinctly divided by two seasons, the dry and the rainy. They quickly learned that successful farming was largely dependent upon irrigation.

From the time of the discovery of California early in the sixteenth century to the establishing of the missions in the eighteenth, and, in fact, until California became part of the United States in the middle nineteenth, the fame of the land rested upon the beauty, the winsomeness and promise in its natural endowments. California was like a beautiful youth living upon the promise of the future. The rich resources of the land were recognized, or at least suspected, but they were hardly touched before the coming of the Americans.

Cultivation during the early period was limited to the fields and gardens of the missions, where the padres instructed the Indians in the rudiments of agriculture and supervised the construction of irrigation systems in valleys having streams from the mountains. Enthusiastic horticulturists, the padres introduced European grapes, olives, figs, pears, pomegranates, and many other trees and plants, thus proving the fine adaptation of the country.

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Herds and Grain Fields

THE California of the great ranchos, starting in the mission period and continuing until the popularity of vineyarding introduced the fruit industries about 1860, knew little more than utilizing the vast ranges for the pasturing of great herds of cattle, sheep and horses. Replicas of this picturesque period exist to this day in certain cattle ranches containing hundreds of thousands of acres situated in the Coast Range.

Then dry-farming plowed an epoch in the raising of grain by methods which sought to derive maximum advantage from the winter rainfall. California was at one time a tremendous producer of wheat. Wheat is still extensively grown and barley even more so. The grain is planted in the fall or early winter when the first rains come, sprouts at once and grows rapidly without setback to mature for harvesting in May or June. The successful raising of grain without irrigation led to the growing of lima beans by similar, but more particular, cultural methods. Dry-farming has, of course, been largely supplanted by irrigation, which places the crop within the control of man while drawing maximum production from the land; but hills, mesas and valleys not yet supplied with water at least serve to raise one crop a year, barley, oats, wheat, milo maize, lima beans, Lady Washington or black-eyes, according to the local adaptation. Dry-farming methods have even been advanced to take advantage of the ocean fogs in the raising of vegetables and melons on the waterless mesas fronting upon the sea.

But it is only with the assistance of irrigation that man has been able to produce the rare semitropical fruits from evergreen orchards, and to cause his fields and gardens to yield two and three, in the case of alfalfa six and eight, harvests a year.

California raises many of the crops that are grown in the East in the same way that they are raised in the East, except that her growing season for such crops is in the winter. Then, by means of irrigation, she raises all of the common vegetable and field crops two or three times on the same land in one year. Besides that there are many fruits, food plants and flowers, too delicate for the East, which thrive in California to the tune of at least one fine crop, or several or continuous harvests.

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They're All in This State

CALIFORNIA has within her own boundaries all of the agricultural variety that is possessed by the United States. Exclusive only of plants requiring the humid heat of the tropics, this State engages in almost a world-wide variety of agricultural industry. She raises the oranges of Spain, Brazil and Nicaragua, the walnuts of Persia and China, the persimmons of Japan, the lima beans of Peru, the dates of Arabia, the grapes of Italy, the cotton of Alabama, the apples of New York, the Bartlett pears (only better) of Michigan, the olives of the Holy Land, the figs of Smyrna, the wheat of Canada and the corn of the Corn Belt—to mention only a small number taken at random.

This latitude of adaptation introduces the subject of altitude, which is, to a considerable extent, responsible. A man I know specializes in dates and cherries. Now you do not find cherries growing in the Sahara nor dates in Indiana; but this man needs to ride scarcely fifty miles in going from one orchard to the other.

On the south side of the Sierra Madre Mountains lies the well-known orange belt of Southern California. On the north side, perhaps twenty-five miles by air line, seventy miles by paved boulevard, are raised the finest Bartlett pears in the world.

Riverside is a celebrated center of Navel orange production. Ride up to Perris Valley or San Gorgonio Pass and you enter the true zone of the apricot, the peach, the prune and the almond, although neither location is mutually exclusive of the other's products. But continue into the foothills of the San Jacinto and San Bernardino mountains; you find the ideal habitat of the cherry and then the apple.

Loop the Southland from San Diego to Imperial Valley back by way of Coachella Valley to Los Angeles. You leave the orange groves at the foot of the mountains, wind through picturesquely situated apple orchards along the top (elevation 4000 to 5000 feet,) descend to the cotton fields and winter-vegetable gardens in the old sea bottom of Imperial (minus 136 feet,) cross the Salton Basin to the home of the date (still below sea level,) glide imperceptibly up to Banning and Beaumont, where an elevation of 2500 feet introduces almonds, and a few more hundreds, cherries and apples, finally to re-enter the orange belt at Redlands.

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Farming High and Low

SUCH is the effect of altitude. Agriculture in California ranges from 200 feet below the sea to 5000 feet above. Through this wide change slight modifications in climate, tending gradually toward the definition of seasons, as they are known in the East, cause varying adaptations which have become recognized and capitalized for agricultural purposes. Differences in heat and dryness are likewise capitalized. Walnuts and lima beans are better adapted to the more humid atmosphere of the coast; olives and pink beans to the hot, dry interior. Fresh fruits, flowers, seeds for one situation; dried fruits, cereals, turkeys for another. One location raises esculents in summer, another the same vegetables in winter.

In fine, California is indeed a land of perpetual summer, but it also possesses large zones where snow, ice and low temperatures define a very accurate winter. But it is peculiar in this way, that at any time of year you can find any and all of the seasons. In summer you may have to climb Mt. Whitney to find winter; but in winter, from the summery precincts of Los Angeles, you can travel up through spring and autumn to hoary winter in less than half a day. This is very confusing to some of the trees and plants. Introduced from eastern habitats, they scarcely know where they are "at" when turned loose in California. But where man has carefully studied the situation and deliberately regulated his planting accordingly, the possibilities and peculiar advantages to agriculture are as fascinating as unlimited.

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Peerless as a Producer

CALIFORNIA is the greatest agricultural and fruit-growing country in the world. She produces apples by the millions of bushels; grapes, raisins, peaches, apricots, prunes and pears are produced in such quantities as to be measured only in hundreds of thousands of tons; cherries, plums, figs and walnuts are raised by the tens of thousands of tons; almonds and olives in scarcely less quantities, and many other fruits, such as avocados, guavas, persimmons and loquats in great quantities. The orange crop is, of course, tremendous and commands the greatest value among the fruits. This is in the neighborhood of 25,000,000 boxes, worth $50,000,000. The production of lemons is about one-fourth that of oranges.

Then there are the field crops: hay produced by the millions of tons; sugar beets in the same category; barley, wheat, potatoes, onions, oats, corn, sweet potatoes, rice, beans and grain sorghum by the millions of bushels; hops and cotton list by the tens of millions of pounds.

As to vegetables California ranks foremost in acreage among the States, and foremost in value of crops, excepting only potatoes and sweet potatoes. These are best gauged by the car-lot shipments out of the State, which of mixed vegetables, including melons, amount to about 50,000 cars.

California's total income from all sorts of agricultural production is around $750,000,000 a year. Ten million acres are producing the crops, or about one-tenth of the State's area. More than a quarter of the area is in farms, though mostly unimproved, while fully as much land again is, or can be made, suitable for agriculture. The agricultural industries are operating at about 20 per cent of the State's capacity, taken on an extensive scale. Intensively, with the aid of irrigation, the producing capacity is susceptible to being multiplied once, twice or many times, according to the crop adaptation of the land.

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Room on the Ranches

THESE figures tend to show that California can support ten to twenty times the present agricultural population, provided, of course, the new settlers are able to make sufficient investment to improve land in the areas that are still raw or are being farmed extensively. The agricultural opportunities in California are the best in the United States, if not in the world. But they are different from the early opportunities of frontier days, in that labor alone is rarely qualified to achieve satisfactory results. Labor must be supported by capital; it must have adequate materials in the way of land, water, equipment and operating fund provided to exercise energy and skill upon. It is a truism that capital is essential to an agricultural venture. But many disregard it. The people that are happy and prosperous on the farms are those that have made money some way or other, or saved or inherited money, to invest in this most princely and independent of professions.

Everyone in California is interested directly or indirectly in this greatest vocation of the most wonderful outdoor land. A great many work in the cities only to gain money to put into a combination country home and ranch. The real California is the rural California. Dreams of life in this garden land of summer can only be fully realized in the country. The city dweller is fortunate in that the country tends to invade the California cities. Nearly every new city lot subdivided from the surrounding orchards and farms conveys the gift of a few fruit or walnut trees, a patch of flower or vegetable garden, alfalfa or bean field, with alluring prospects of raising something in a small way.

Let us glance soothingly at agricultural and horticultural practices in California from the back-yard garden to the fine income orchards and diversified farms.

The dweller upon a city lot can at least have the joy of blooming flowers and ripening vegetables, from his own activities in recreation hours, the year through. It may not prove practical to raise lettuce, turnips, radishes, young onions, tomatoes, and so on, in the back yard, on account of being able to buy them from the vegetable wagon, roadway-stand or store so cheap; but it can be done with little effort, and careful methods acquired from the study of the subject will mean a considerable economy.

Suburb life is not complete without a little orchard of varied fruits, a garden, a berry patch, a bunch of chickens, and, perhaps, a goat or a cow. All these things are achieved with little cost or trouble; the supply of fresh foods to the table may be so regulated as to be an all-year-round regular occurrence, and there is both the delight of seeing Nature respond to magic touches and the satisfaction of cutting down the cost of living.

Next comes a home in an orange, lemon or walnut grove—a lovely country home having an income as its by-product. This is a type of California luxury which helps to pay for itself. There is no more fascinating hobby than to putter about five or ten acres of lemons or oranges, ten or twenty acres of walnuts. But if you tackle the proposition as a business, the approach is somewhat different.

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Fruit Most Prominent Industry

FRUIT-GROWING is, of course, the most prominent California industry. It started along the coast and has spread steadily inland. The coast lands are now expensive; residence value figures in the price set upon them; but certain of the California fruit industries can stand high costs per acre and still net the investors handsome rates of interest. Such are the citrus fruits, avocado-growing, persimmon culture, which is now coming to the fore, and walnut-ranching.

Intensive methods, by which the soil is kept working all the time, make truck gardening and the growing of cut flowers remunerative even on the close-in high-priced land. But such work is largely done by Japanese and other foreigners upon a profit-splitting or lease basis. The past few years have established truck-gardening as one of the best-paying industries in warm desert regions, where crops can be matured in the winter and early spring to supply out-of-season demand.

The grape and deciduous-fruit crops come mainly from the interior, where the climatic extremes are greater and the land somewhat cheaper. There is a region, suitable in the price of the land and the climate, for any and every sort of deciduous fruit. The apple or pear grower of the Northeastern States can pursue his industry under slightly different cultural requirements in the higher valleys and plateaus of inland California. The eastern cherry grower can raise cherries up the coast or back in San Bernardino and Riverside counties. Peaches grow over a wide range. Plums, prunes, figs, almonds, apricots and olives have their peculiar climatic requirements. Most of the inland valleys produce a considerable variety of fruits, the harvests starting in June and not ending until well into January. Canneries of both fruits and vegetables, driers and dehydrating plants operate in those regions, thus with the harvesting providing employment for all who are not sufficiently occupied with their own ranches.

The interior is the main region also of diversified farms. Diversification signifies more here than in the East. It is a system everywhere of making farming safe by raising more than one kind of crop, and at the same time it is a means of rebuilding the soil by crop rotation. But in this climate it may mean also having something to market every month in the year. The California farmer can plan his fruit crops for certain months, or in their place field crops of summer and autumn vegetables. For the spring and early summer he has hay and grain to harvest; he may grow hardy vegetables for the winter, or set that season aside for the fattening of stock for market. Asparagus and other vegetables may be planned for spring harvesting while the fields of grain are maturing. Dairying, by itself, or followed in a small way on the diversified farm, is a means of constant income and one of the most substantial industries.

VEGETABLES

(Continued from page 3)

from the entire State. This is because good producing districts for cabbage have opened up closer to the large markets, but with the increase in number of profitable vegetable crops well adapted to California, profits from the lowly cabbage are not being missed. Cucumbers are shipped from the southern part of the State for a short time in June and July, and sometimes later. The 1923 movement was 125 carloads peppers, the bell, pimento and the chili varieties being shipped out in a small way, but for the local market the crop has been exceedingly profitable. Then the dried-chili industry and canned-pimento industry engage capital and effort of a great many persons. Nearly every large cannery in Los Angeles handles some of the pimento crop and the dried-chili industry, centered around Stanton and "Hot-town" in Orange county, produces all the "makin's" for the well-known condiment used in the country, exclusive of that imported from Mexico, Spain and Japan.

Reliable estimates place the local consumption of locally-grown produce at 25 per cent of the entire production. In Los Angeles are two great wholesale produce markets, the Los Angeles Union Terminal Market and the City Market, better known as the Ninth-street market.

During the last three years, and especially the past year, the development of shipping-point inspection of California vegetables has become almost universal. Shippers are recognizing in the service a valuable marketing aid, and their customers in the East consider the certificate issued on each car by Federal-State inspectors a safeguard in buying. The shipping-point inspection service will tend to bring up the quality of the vegetable stocks sent out of the State.

Practically all parts [illegible] United States and parts of Canada depend upon California, and especially Southern California, for some sort of vegetable during a part of the year. For this reason, California vegetable growers and distributors play an important part in supplying the nation's dinner table. That they are well fitted for the responsibility is demonstrated every month of the year.

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All the Time Do the Crops Grow in California

And in This Land Gifted by Nature With Perpetual Fecundity They're of Every Kind That's Found Anywhere

BY GEORGE LAW

THE fundamental difference between agriculture in California and in the East is one of greater natural adaptation. In California it is an all-year-round occupation; crops are growing all the time; the soil is perpetually producing. There are places along the coast and in the desert where frost has been known to appear only in slight degree at rare intervals, but in the main the growing season is continuous.

Blessed with a climate ranging from the heat of the tropics, this State engages in almost a world-wide variety of agricultural industry. She raises the oranges of Spain, the olives of Italy, the dates of Arabia, the figs of Smyrna, the grapes of France, the prunes of Germany, the apples of Oregon, the peaches of Georgia, the walnuts of Persia, the almonds of Barbary, the pears of Japan, the lemons of Sicily, the grapefruit of Florida, the pineapples of Cuba, the bananas of Central America, the avocados of Mexico, the persimmons of China, the loquats of Japan, the pomegranates of Algeria, the cherimoyas of Peru, the guavas of Brazil, the limes of the Philippines, the tangerines of Algiers, the kumquats of Cochin China, the tung-oil nuts of Hankow, the sugar cane of Louisiana, the sugar beets of Nebraska, the rice of Texas, the cotton of Georgia, the tobacco of Kentucky, the corn of Iowa, the hay of Illinois, the wheat of Kansas, the barley of Minnesota, the potatoes of Maine, the onions of Connecticut, the sweet potatoes of Virginia, the beans of Michigan, the sorghum of Missouri, the alfalfa of Arizona, the grain sorghum of Oklahoma, the milo maize of Texas, the Kaffir corn of Kansas, the broom corn of Illinois, the flax of Minnesota, the hemp of Kentucky, the jute of India, the sisal of Yucatan, the ramie of China, the castor beans of Egypt, the peanuts of Virginia, the soy beans of Manchuria, the cowpeas of Georgia, the velvet beans of Florida, the flowers of Holland, the vegetables of Bermuda, the honey of Hymettus, the wool of Australia, the mohair of Angora, the ostrich feathers of Africa, the poultry of Rhode Island, the dairy products of Wisconsin, the cattle of Texas, the sheep of Montana, the hogs of Illinois, the horses of Kentucky, the mules of Missouri, the goats of Tennessee, the bees of Vermont, the silkworms of Japan, the rabbits of Australia, the pheasants of China, the peacocks of India, the guinea fowl of Africa, the ducks of Pekin, the geese of Toulouse, the turkeys of Bronze, the pigeons of Antwerp, the canaries of the Canary Islands, the parrots of Brazil, the parakeets of Australia, the cockatoos of Java, the mynahs of India, the pheasants of China, the quail of Arizona, the partridges of Hungary, the grouse of Scotland, the wild turkeys of Mexico, the wild ducks of Alaska, the wild geese of Canada, the wild pigeons of Texas, the wild rabbits of Australia, the wild hogs of Arkansas, the wild cattle of Texas, the wild sheep of Montana, the wild goats of Tennessee, the wild bees of Vermont, the wild silkworms of Japan, the wild pheasants of China, the wild peacocks of India, the wild guinea fowl of Africa, the wild ducks of Pekin, the wild geese of Toulouse, the wild turkeys of Bronze, the wild pigeons of Antwerp, the wild canaries of the Canary Islands, the wild parrots of Brazil, the wild parakeets of Australia, the wild cockatoos of Java, the wild mynahs of India, the wild pheasants of China, the wild quail of Arizona, the wild partridges of Hungary, the wild

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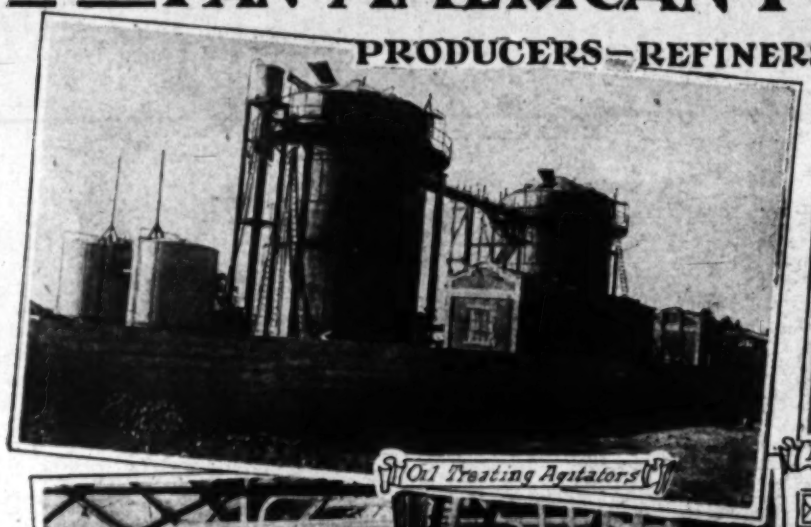
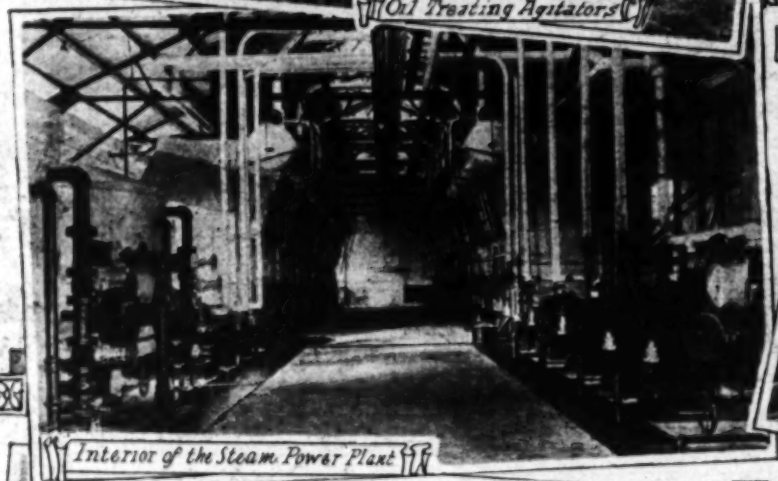
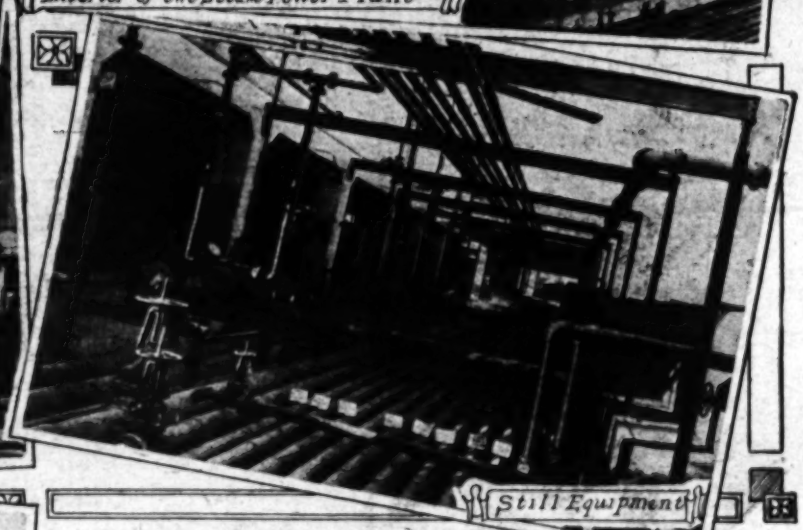


Oil Treating Agitators

Exterior of the Steam Power Plant

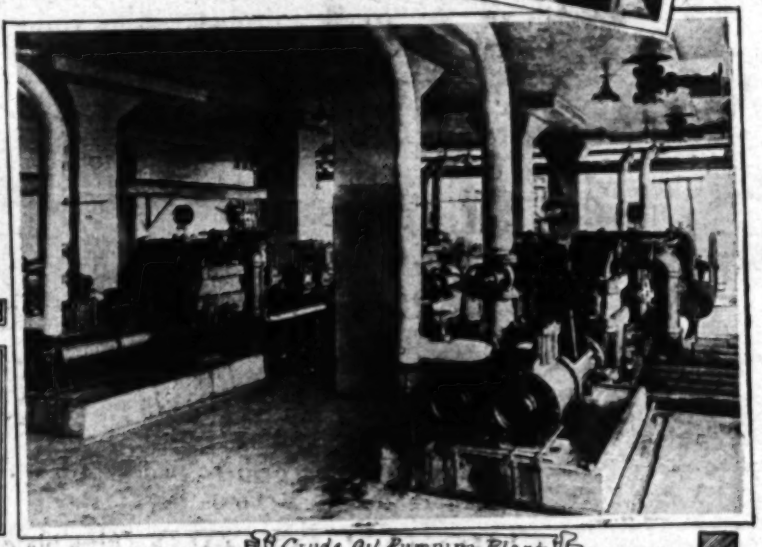


Interior of the Steam Power Plant

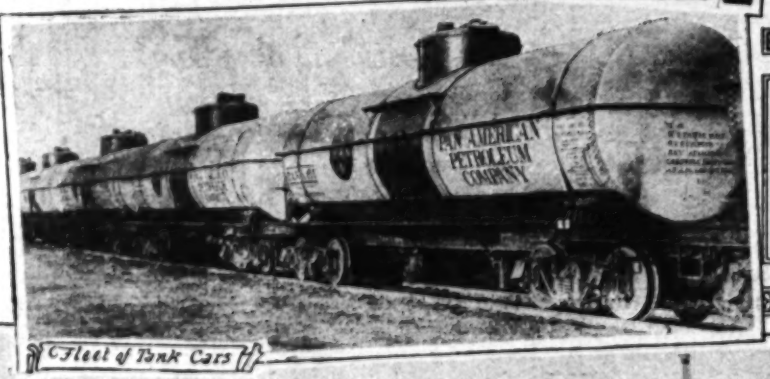


Still Equipment

Crude Oil Distilling Plant



Crude Oil Pumping Plant



Fleet of Tank Cars

General View of Refinery Covering 300 Acres

Citrus Crop of the Year Largest Ever Produced

Over Half the Fruit Consumed by America Grown in California and the Industry Becoming More Efficient

BY ROBERT W. HODGSON
Farm Advisor, Los Angeles County

THE YEAR 1923 witnessed the largest orange crop on record in California. Making an allowance of several hundred carloads trucked to Los Angeles, Fresno and San Francisco to fill local orders, and also several hundred carloads used by the various juice factories, the orange crop of the year, it is believed, has exceeded the record crop of 1920-21 of 52,914 cars.

The actual figures for the year in carloads shipped out of the State are: Oranges, 50,964 cars; lemons, 8738. As an evidence of the remarkable recovery of the citrus industry from the disastrous freeze of January, 1922, may be cited the totals for the 1921-22 season: Oranges, 29,265 carloads; and lemons, 9923; the latter figure being explained by the heavy shipments of lemons prior to the freeze and the further fact that the principal lemon districts escaped injury in the freeze to a large measure.

California now produces over half of the total citrus consumption in the United States and Canada, which has the past year exceeded 100,000 carloads of fruit. At the present time, by far the largest crop in the history of the industry is on the trees and, barring damaging freezes, promises to establish in 1924 a record never before equaled.

Bearing in mind the heavy losses sustained in 1922, in 1919 and in 1913 from damaging low winter temperatures, the past year witnessed a general movement in in the citrus industry toward increased protection against frost injury. The sale of orchard heaters during the year has been notably high, and heater manufacturers, advertisers and educational agencies report a marked increase in interest on the part of citrus growers in the subject of frost protection. In this connection it may be remarked that frost insurance has not made any great appeal to California citrus men, on account of the fact that, while it does protect the individual grower, it does not promote community prosperity. In many parts of Southern California the citrus crop is the principal asset contributing to the prosperity of the community, and business interests, bankers and civic agencies are uniting in promoting frost protection rather than frost insurance.

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Lemon Deal Most Profitable

THE lemon deal during 1923 continued to be on the whole quite profitable for the growers, with the orange deal in not quite as satisfactory condition. Average prices for oranges have been somewhat lower than was hoped for by the growers, the situation applying both to Navels and to Valencias, the two principal varieties grown. On the whole, however, it may be said that those growers, following improved methods and producing large crops at reasonably low costs, have made satisfactory returns, whatever hardship having occurred being confined almost entirely to marginal acreages. There is a growing realization among Southern California growers, particularly of the possible serious competition in the orange deal on the part of Florida, this having been brought about principally through an excursion of prominent growers which visited Florida districts during the past summer. Reports indicate a large nonbearing acreage of oranges in Florida which, coupled with the largest crop on record produced there the present season, suggests much more intense competition ahead of the California grower than has ever been the case in the past.

To offset this competition, California growers are devoting much more attention than ever before to higher efficiency, not only on the part of the growers themselves in the various cultural operations performed in the production of the crop, but also to the orchards. One of the most significant developments of the year has been that with reference to orchard efficiency analyses, which have been made by the score. The results of these analyses have indicated a remarkable variation in orchard efficiency. Groves which have been netting from $400 to $500 per acre for a period of years have been shown to be only two-thirds efficient, and the average orchard has been shown to be approximately only 50 per cent efficient. The subject of orchard efficiency has been featured at practically all of the citrus growers' institutes held during 1923, and growers everywhere are taking steps to meet increased competition by elimination of nonprofitable trees and increasing the average efficiency of their properties.

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Saving Millions on Haul

AMONG the principal developments of the year have been those with reference to improved conditions relating to the transportation problem. The car situation has been much more satisfactory during the current season than for several years past, due primarily to the California Fruit Growers' Exchange, the California Citrus League, the American Farm Bureau Federation and the Interstate Commerce Commission. Satisfactory progress has been made in effecting means of water transportation in the organization of a grower-owned and operated steamship company, which, it is believed, will handle a considerable part of the citrus crop, taking care of the requirements of the Atlantic seaboard. Perhaps the most gratifying development in this regard, however, has been the recent securing of a decrease in freight rates of approximately 10 per cent, which, it is estimated, will save the California citrus growers approximately $2,500,000. The new rate will be $1.55 per 100 pounds, as contrasted with $1.73, the previous rate, and will save growers approximately 14 cents a box.

Interesting developments along marketing lines included the affiliation of the Mutual Orange Distributors, the second largest co-operative marketing agency handling California citrus fruits, with the Federated Fruit and Vegetable Growers, the national co-operative sales agency promoted by the American Farm Bureau Federation.

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New Lemon-Coloring Method

ALONG the lines of technical progress in packing-house circles, it is believed that the development of a method of coloring lemons by the use of ethylene gas will ultimately result in the saving of many thousands of dollars to the growers. Through the assistance of the Bureau of Chemistry of the United States Department of Agriculture, this method has been brought to a very successful stage and is now employed by a considerable number of citrus-packing associations with very gratifying results. Its use will eliminate much of the fire hazard involved in the older methods of curing and coloring lemons and experience indicates that it will be very much cheaper, as well as more satisfactory.

The year has seen the completion of a far-reaching study of the production methods of 1000 of the most successful growers in the industry. A comprehensive survey of orchard practices and methods used by successful growers has been made by the College of Agriculture with the result that for the first time in the history of the industry, information is available as to the practices which have given the best results over a long period of years. The information of most importance has been that with reference to the amounts of irrigation water and of fertilizers which have given maximum yields over the past five-year period. As a result of this study, growers now have available specific information as to what is the best practice among various lines by which to judge their own methods.

On the whole, it may be said that 1923 witnessed very satisfactory progress in the citrus industry and a complete and unprecedented recovery from the disastrous freeze of early in 1922.

CALIFORNIA GROWS THE FINEST OF DATES

High-Paying and Attractive Industry Producing Two Hundred and Fifty Tons Yearly and Will Expand

YES, it is true that California has annexed another foreign-fruit industry. the Franciscan fathers introduced the grape, the fig, the olive and the pear from Spain in the days of the missions. The orange and walnut followed. Then came the many deciduous-fruit industries with American settlers from the Eastern States. Finally, at the beginning of the twentieth century, the United States government introduced the date.

The experiment prospered in several parts of the Southwest desert, but particularly in the Coachella Valley of Southeastern California. There the first offshoots of many attractive varieties found by the plant explorers in the Sahara and Libyan deserts were planted in 1902. Only a few varieties showed commercial promise. With the limited number of offshoots that could be procured before the French government placed an embargo on their export, and, by means of gardens grown from the planting of date seeds, the new enterprise has steadily grown to the dimensions of an industry—high-paying and attractive. Further adaptations and scientific improving of seedlings are expected to enable the successful growing of dates from the Pacific Coast to the Gulf of Mexico.

The present industry, however, is limited to about 600 partially bearing acres, scattered about Coachella Valley like little oases, many being surrounded by beautiful hedges of athel trees. The long, hot, dry summers, the absence of rain at harvest time, and the mild winters make this spot ideal for several fine varieties, notably the Deglet Noor, the Khadrawi, the Saidy and the Thoory. The seedling gardens, though entirely a gamble, owing to the unlikelihood of the trees coming true to type, have resulted in some new varieties of great merit, while swelling the output of marketable dates considerably.

Date gardens are set out in regular orchard form, fifty palms to an acre, thirty feet apart. Several male palms are allowed to each acre, or grown along the roadside, for pollinating purposes. The pollinating is a rather tedious job performed by inserting a sprig of male bloom in each spathe just before they open in the spring.

The care of the gardens is not unlike that of other orchards in California. Proper provision is made for fertility, the trees are irrigated frequently, and the ground is either cultivated or covered with a mulch. The date demands lots of water, and success in the undertaking depends first of all upon an adequate water supply. Water in Coachella Valley is obtained from wells, some of which are artesian in the lower end of the basin.

The spathes push out from the trunk through the many-spiked leaves, ultimately dangling bunches of fruit at their ends. Each palm carries six or seven bunches. These must be propped as the fruit develops, and shortly before ripening the bunches are covered with paper or cloth bags, both to protect the fruit from insects and birds and to equalize the heat for ripening.

Picking of the soft varieties begins in August, the harvesting continuing through different types of dates until well into November. The bunches have to be gone over a number of times, only the ripe fruit being picked each time. Commonly ten pickings are required at intervals of one and two weeks. This work is done by the grower and his family in the small gardens, and by Mexicans who have learned to become expert judges of dates on the larger ranches.

The processing and packing of the dates are rather intricate, varying somewhat with the type of data. The methods are entirely original with the American growers and are aimed at making available to the consumer a cleaner, tastier and, in every way, superior date. Foreign dates are commonly packed directly from the cluster into wicker containers to be sealed by the juice of the dates. No attempt to clean or grade the fruit is made, and the flavor results accordingly.

But the California date growers are very particular in their methods of sorting, cleaning and packing dates. There are a number of private packing-houses and two association plants of considerable size. All of these are more or less equipped with special devices for handling the dates, and the general process in the same in each.

The dates are received into the packing-house through a metal fumigator. A thorough fumigation with carbon bisulphide gas destroys whatever insects, larvae or microbes may be present. Soft dates are then passed through a spray of cold water, dried in a hot-air blower and carried to the sorting table. Firm dates are cleaned by running between towels and brushes. This type is commonly picked a little green and ripened artificially in an electrically heated maturation room.

The dates are graded according to size and color to be packed carefully by hand in candy boxes, parchment cartons or glass jars.

The type of date determines the method of packing. Soft dates, in which the moisture content is high, must be put up in air-tight jars, sterilized and sealed under vacuum, in order to keep properly. Firm dates may be packed in boxes sealed with parchment paper.

The Deglet Noor date is of the firm type, and one association with a packing-house in the valley, and several private packers, handle this date exclusively.

Another association, which has established its packing-house in the foothill town of Monrovia, eighteen miles from Los Angeles and over 100 miles from the date country, handles every kind of date produced in the valley and has modeled its equipment accordingly. The chief reason for the distant location is the factor of cooler weather during August and September when the soft dates must be packed.

The processing and packing methods worked out by the date growers enable them to place what is practically a new fruit commodity upon the market. The dates are not cured as the foreign dates are cured, to the detriment of their natural flavor; but they are preserved in such a way as to carry to the consumer the full deliciousness of the date fresh from the palm. There is no fruit that is finer. California dates are a nature-made confection, rich in frutose sugar and delightfully flavored.

Naturally it is a fruit that knows no competition from the imported dates. The latter can be sold as much cheaper as the distributors desire without in any way affecting the demand for California dates. These now bring from 50 cents to over $1 per pound, according to the grade and the fanciness of the pack. The cost of production and especially of packing is now excessive. As this becomes lower through simplified methods, and as production increases, the price is pretty certain to find a more popular level. But it must be recognized that a natural confection, such as the California date, occupies a place parallel with the best grades of candy, and the matter of price should be judged accordingly. Moreover, there is every dietetic reason to encourage the eating of dates instead of candy, because of the greater nutritive value of the fruit sugar, a considerable protein content and the other natural-food properties.

The production of California dates for 1923 amounted to about 500,000 pounds. While a part of the crop is consumed locally and bought by motorists passing to and fro in the date country, the most of it is put up in small packages of from a few ounces to three and five pounds for mail-order business and the holiday trade. Distribution is necessarily limited, and the crop is easily and quickly disposed of in California and a few cities in the eastern States.

The United States imports about 40,000,000 pounds of dates a year. It is, therefore, plain that there is all kinds of room for the expansion of the domestic industry. American people will buy the cleaner, better flavored and in every way more attractive American date in preference to the foreign date whenever the two are brought into comparison. The only thing in favor of the foreign date is its lower price, but the disparity in price is likely to become less and less as the American industry develops.

It is somewhat costly to start a date garden. At present offshoots are high, water must be developed, and the cost of production and packing is greatly in excess of other fruits, excepting only the citrus. But land, on the other hand, is cheap, and there is lots of it available for date culture. Another attractive feature is that a man does not need more than a few acres of mature date palms to provide him with a fair income, and much of the cost of production can be referred to himself by his doing most of the work.

To get down to figures it is estimated that it costs around $1700 per acre to establish a date garden, and $800 per acre more to bring it into a condition of productive bearing at six years of age. During the six years part or all of the expenses can be defrayed by intercropping with vegetables, although there is always some uncertainty in such enterprises.

As high as 500 pounds of dates have been obtained from mature palms, but if 100 pounds of first-class fruit can be secured from each of the trees the returns are highly satisfactory. With a production at this rate of 5000 pounds to the acre, a return of $2000 per acre is easily realizable. But even should this be halved, or in time quartered, date growing would still pay profits comparing very favorably with those from other kinds of fruit-growing.

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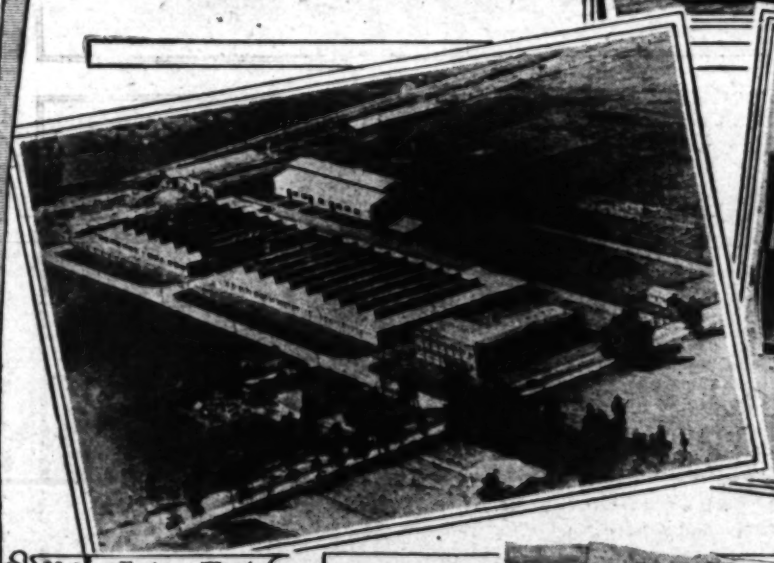
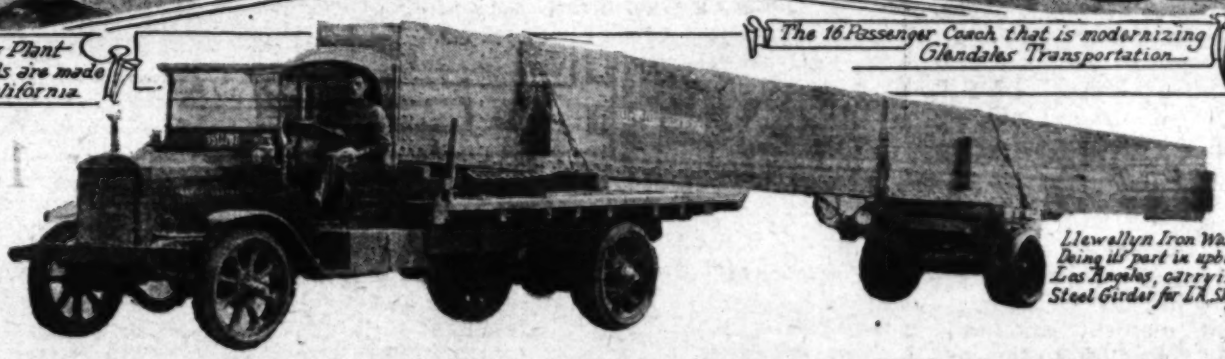


Modern Factory Plant Where Morelands are made at Burbank, California

The 16 Passenger Coach that is modernizing Glendales Transportation



Llewellyn Iron Works-Moreland Doing its part in upbuilding Los Angeles, carrying huge Steel Girder for L.A. Skyscraper.

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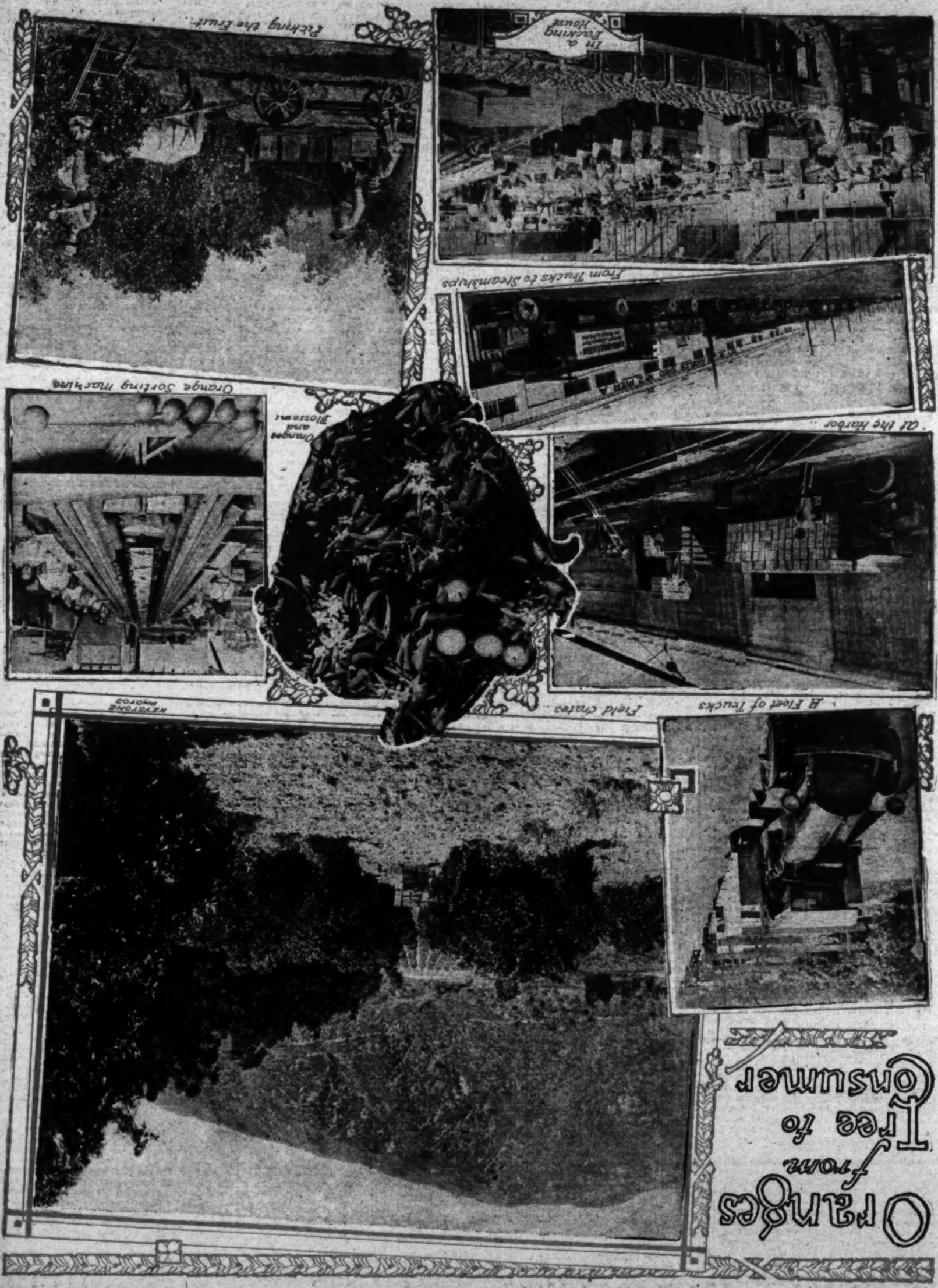

Citrus Crop of the Year Largest Ever Produced

Over Half the Fruit Consumed by America Grown in California and the Industry Becoming More Efficient

BY ROBERT W. HODGSON
Farm Advisor, Los Angeles County

THE YEAR 1923 witnessed the largest orange crop on record in California. Making an allowance of several hundred carloads trucked to Los Angeles, Fresno and San Francisco to fill local orders, and also several hundred carloads used by the various juice factories, the orange crop of the year, it is believed, has exceeded the record crop of 1920-21 of 52,514 cars.

uniting in promoting frost protection rather than frost insurance.

indicated a remarkable variation in orchard efficiency. Groves which have been

ing lines included the affiliation of the Mutual Orange Distributors, the second largest co-operative marketing agency handling California citrus fruits, with the Federated Fruit and Vegetable Growers, the national co-operative sales agency promoted by the American Farm Bureau Federation.

• • •

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Flower Gardens that Bloom All the Year Around

Unique Effects Possible Here Where Native Plants and Subtropical Imports Thrive

BY ERNEST BRAUNTON

THE winter visitor comes to Southern California in great numbers each year for several reasons. One is the mild and equable climate of our so-called winter and another is that everywhere all to be seen is quite different from that somewhere "back East." One long in California may occasionally be heard to exclaim: "It does my heart good to see, once in a while, some of the good old oaks, elms, and other trees so familiar to me during childhood days," but this is a purely personal and somewhat selfish viewpoint. You may wager heavy odds that the "newcomer" who has just left bare oaks and elms sticking out from three feet of snow is not looking for such bleak inhospitable trees in California, no matter what they are or where from; for all deciduous trees are bare during winter and therefore attract no one and cause many to involuntarily shudder because of the suggestion of colder climes.

We may have our public and private gardens, highways and byways planted with luxuriant vegetation that is not to be seen in any other State. If we keep this sufficiently in mind we may interest and attract the visitor over every foot of his travels throughout our fair Southland.

* * *

Tropic Glories Here

FOR it is acknowledged that we may grow the most treasured vegetation of all lands from that of the tropic belt to that of the Alpine meadows during Switzerland's short and glorious summers. We may spread all this before our visitors, palms, bananas, luxurious tropical fruits, orchids and southern zone beauties in vines hanging from the trees, and beneath that dazzling myriad of tender plants unknown "east of the Rockies."

The greatest pleasure in garden-making in Southern California is that one gardens when he wills and, as a rule, gardens are luxuriant at all seasons. A peep at the planting calendar in any seedsman's catalogue will reveal the statement: "Plant a few seeds of lettuce and radish each month in the year." That is really a better statement, by inference of climatic conditions, than anything the present article contains. It states, literally almost, to garden when you will or that you may garden at any and all times. And so experience has proved.

* * *

Blossoms Every Month

N THE warmer sections no crop or flower is forbidden to grow throughout the year by the exactions of unfavorable temperatures. Nonresidents of California would, doubtless, expect us to manifest greatest garden activity at the same season as it prevails in the irrespective homes, namely, in the spring. But we enter into the work with greatest gusto just as the gardening closes for the year elsewhere, in the late autumn. It is then our rains commence, forcing into active life all plants lying inactive or dormant during summer, and stimulating every class and sort of vegetation to take on renewed activities.

At such season all neglected soils become easily worked, the cooler, balmier days have come; not the "melancholy days" recorded by Bryant, but the exhilarating, life-inspiring days that make fruits and vegetables for the holiday season and so continue each month to keep up a procession of the good things that have made our land famous for outdoor life throughout the year. Easterners would be quite astounded to note Californians plant both sweet peas and edible peas once a month from September to January.

Californians are encouraged to plant that, not only in kind but in class, not to be seen elsewhere in this great country. While we are rich in pines, cypresses, etc., so are many other States, and the traveler may see here far better ones in the wilds than we may dare hope to show him in park and garden. But we may plant another class, palms, bamboos, camphors, peppers, acacias, eucalypts and a hundred kinds impossible to grow east of the Rockies.

* * *

Groves of Palms

WE NEED the somber-hued and gloomy Monterey pine for backgrounds, but we do not live in the background and the tourist, while here, does so to a far less extent. The latter wishes to bask in the foreground, in light, air and sunshine, among bright and lively colors, surrounded by myriads of brilliant flowers, swaying palms filled with birds of fair, yet familiar, feather, and song unknown in "eastern" lands. Therefore, in park and large garden, let us have even more groups and groves of palms, as they grow in their native lands, not lone specimens, as so many plant, which but lend the impression that we are stingy or cannot afford more. They are luxuriant in character, let them luxuriate in number and extent, so generously that the first-time visitor will feel himself transported to the real tropics. We have bamboos, bananas and everything of that class that climate will allow. Then we have acacias, eucalypts, pepper trees, tropical shrubs, vines and smaller plants over large areas, so that each and every part has a character all its own.

In our private gardens, large and small, there can be every kind and class of evergreen fruit tree that our climate will grow, avocados, cherimoyas, sapotes, oranges, lemons and citrus fruits of all kinds. We do not tire of them and they are a hundredfold more attractive to the newcomer. Give them, in addition, the greatest variety of other tropical and subtropical fruits you can gather about you. If the home is not large enough to admit of avocados, loquats, etc., fill spaces at command with guavas, kumquats and the many fruiting shrubs. In like manner, use dwarf palms, dwarf bamboos and fine shrubs instead of trees. Also have the small places fairly teem with bright flowers during the so-called winter months, flowers not familiar to residents of the snow-covered "East." The effect desired is luxuriance—a satisfying sufficiency.

In preparing the private garden for greatest interest it must prove some degree of pleasure to the owner to know that he has, within small space, one or more plants from every continent. It is easily possible, if the garden be of some size, to have a group of plants from every country on earth.

What a pleasure to escort the visitor to the "Australian Garden," the "South African Garden," the "Garden of the Holy Land," "Garden of the Orient," and so on, to every section until every section of the world is represented. These gardens may be but a few feet across each division, beginning with a hub and the beds divided by spokes, like a giant wheel or, if owner's means will allow, they may cover acres. But this general effect is possible to all of us who have even a modest garden, in almost any section of any county in Southern California.

To sum it all up, it matters little where one locates, or what the natural conditions; neither is it a question of dollars, for if one has the desire for a garden and is imbued with the spirit of garden-making, it is a comparatively easy task to make a beautiful and productive garden anywhere in California, a garden that will provide all the heart desires. For in flowers and fruits to be grown out of doors there are few aristocrats in price, or scarcity of supply; all are within the grasp of the modest home owner. The millionaire may have more, but he cannot have better and, indeed, at local flower shows, the awards more often go to the garden worker who grows his own plants on his own soil and in his own way. Make your garden beautiful and you will learn to love it, and so will all who visit it.

* * *

From Foreign Lands

EVERY land beneath the sun contributes to the garden glory of Southern California. Here may be found out of doors, orchids from tropic climes and edelweiss from the Alps of Switzerland, principally terrestrial, are to be seen in bloom in many southern gardens, and occasionally epiphytal or aerial orchids hang from trees or pockets in palm trunks. Some few garden owners pride themselves on lodging the plants above one's head and have goodly collections from Mexico and cool mountainous districts of warmer countries. A long list of fine tropical flowers are grown in their native lands at such elevations that they thrive vigorously in the same temperatures in California gardens. By reason of these conditions there is no country of extent, none of considerable altitude, that has not representatives of their plant life in local gardens.

When size of bloom is alone considered, we must yield the palm to the skilful horticulturist who has brought the dahlia and chrysanthemum to their present enormous size, the cause of so much admiration and wonder in flower shows. But when we consider natural products, flowers as they grow in their native wilds, the "copa de oro" (cup of gold) from Mexico is conceded the greatest size, a flower very large, somewhat coarse, but attractive by reason of its color, form and size. It grows on a climbing or sprawling shrub known as Solandra guttata, a member of the Solanum family, to which belong the potato and tomato. Yet none of the flowers of the latter are of that perfect teacup shape which distinguishes the copa de oro.

But far more attractive to the writer are the large white flowers of Beaumontia grandiflora from Java. They are pure white and of the size and shape of Madonna lilies, but grow in clusters. For another comparison, they closely resemble the popular Easter lily, but are only one-half the size. This grand climber needs the warmest spots for successful endurance of our coldest weather and for that reason still is rare, no plants being offered for sale by local dealers. Their distribution among plant lovers, through the occasional much-coveted cutting, does, however, slowly extend the number of plants grown. No class of plants more beautifies the outer walls of our homes than the South American trumpet-flower vines, known locally as bignonias and tecomas.

One may have them from white to orange, crimson or purple, with many intervening colors and shades. Among them all, none is more popular than the orange trumpet-flower, hanging in thickly set clusters of finger-shaped flowers, four or five inches long and of a very deep shade of orange. Next to this, the more popular is one of crimson with a slight suffusion of wine color. Both these are grown on evergreen vines, but much larger, brick-orange-colored blossoms are still more freely produced on the Tecoma grandiflora from China. It seems many of our finest flowers are borne on vines, for, in addition to "copa de oro," there are several others of the potato-toma-to family with showy flowers.

The giant Wendland potato vine, Solanum Wendlandii from Guatemala, and Solanums jasminoides and Seaforthianum are examples. To the same family belong the white and pink "angel's trumpets," growing on shrubs and closely resembling the flowers of the "jimson weed" or Datura Stramonium of sandy plains. Then comes a long list of passion flowers, tacsonias, jasmines and 100 other climbers with showy flowers. This Solanum or nightshade family should not be dismissed without mention of the showy red and other peppers that are as handsome as flowers, the flowering tobaccos, the cestrums, petunias, salpiglossis, schizanthus, or even the showy edible fruit of the eggplant.

* * *

The Calla Family

FEW families make a greater show of tropicals than the aroids, to which the calla and elephant's ears belong. We have callas in white, cream, yellow, green, pink, red, purple and black, with many in combinations of spotted and striped spathes, some gigantic ones being two feet long on stalks six feet high. The giant leaves of the family may be seen in Lincoln Park Conservatory, Los Angeles, those of species of xanthosoma. Here also are growing in tropical perfection, plants, flowers and fruits of the ceriman, or "delicious monster," that odd plant with holes through its gigantic leaves. Near by, the brilliant colors of the anthurium spathes brighten the masses of luxuriant tropical foliage. The "Jack-in-the-pulpit" of eastern States belongs here, and the striking and varied colors of the fancy-leaved caladiums. Only in a subtropical climate may these plants be seen at their best if away from the torrid heat and humidity of their native homes.

While our gardens are filled with lilies from foreign lands, it is well to remember that California has a dozen species and varieties native to this State, from the alabaster-white of the Shasta lily to the leopard-spotted Humboldt or the scented lemon-yellow bells of the Parry lily. To the lily family also belong our yuccas, vying with the true lilies in beauty. Strange, is it not, that South Africa, the "land of bulbs," which contributes so many jewels to our bulb gardens, should contain no true lilies. Though garlic and onions may be vile in smell, they are still of the lily family and give us some lovely flowers. Here, too, are our Mariposa lilies, brodiaeas, day lilies, hyacinths, red-hot pokers, tulips and such tropical plants as the dracenas, New Zealand flax, butcher's broom, smilax, asparagus and a host of plants common only to the gardens of Southern California.

* * *

Amaryllads and Nymphaeas

BY WAY of contrast and comparison, we must consider the closely related family of amaryllads; for white yucca belongs to the lilies, agave or the century plants belong to the amaryllis family. So do the narcissi, spider lilies, vallota or Scarborough lily, snowflakes, crinums, and a goodly host of inmates of local gardens. The lilies, amaryllis and water lily families are three with so many representatives here that one tires of listing them; but from the gigantic Victoria of the Amazon to the tiny floating snowflake of Siberia, there grows here a wider range of aquatics than may be found elsewhere in the United States. From white to yellow, to purple, to crimson, they come in every shade and hue—day bloomers, night bloomers, ever bloomers and without bloomers.

Now, when we introduce a family of flowering plants, we cannot refrain from calling attention to the fact that, generally speaking, the best are natives to California. So is it with the poppies. What can surpass in loveliness the California poppies, brilliant though the family be, or what can equal the attractiveness of our Matilija poppy of the Southland, or the interest engendered by dendromecon, the world's only poppy growing on a hardwooded tree? In odd families we have cactus in scores of species, from the giant of Southeastern California, Arizona and Northern Mexico, to tiny, downy, white, pincushion-like plants, all brilliant with flowers. And with them we grow the curious and beautiful of the family from all the Americas, for only in the Americas are cacti natives. Of the mallows we grow many showy species, of which the Chinese hibiscus is the showiest, a small green-house pot-plant of the eastern States, but a flower-laden tree in Southern California. These are considered by eastern visitors as wonderful as the fuchsias, geraniums and heliotropes that clamber to the roofs of two-story houses. In fact, the visitor from other States and other lands stands amazed at the wealth and beauty of our flower gardens, for not only does he see the brilliance of colors common to the short summers of almost arctic lands, but also the delicate shades and tints and luxuriance of foliage which constitute the chief charm of the tropics.

THE JAPANESE PERSIMMON GROWN HERE

Increased Interest in This California Contribution to the Holiday Table; Acreage Doubled

By E. A. EYERSON, Agricultural Extension Service, Los Angeles County.

OF THE many fruits which give color and picturesqueness to the fruit marts none adds more in attractiveness than the Japanese or Kaki persimmon. Long grown in a small way in this and other States there has been a revival in interest in its cultivation during the past three years and considerable new acreage has been set out. According to the 1920 census California contained about 75 per cent of the total acreage in the United States, the remainder being found in the Southeastern States. Since the above date the acreage of this State has about doubled.

The principal persimmon districts of the State are in Placer county in the Sacramento Valley and in Southern California—principally Orange, Los Angeles, Ventura and Santa Barbara counties. They are frequently found interset in citrus and walnut orchards.

Because of its high distinctive coloration and ornate forms, the Japanese persimmon has long been popular as a holiday fruit, both for eating and for use as a table decoration. Much of the crop each year finds its way east by enthusiastic tourists to add an exotic touch to eastern tables. Of the more than 800 named varieties in Japan, less than fifty have been introduced into this country and of them only a few are really commercially satisfactory. The large fruited, conical Hachiya is by far the most popular because of its size, color, distinctive shape and fine quality. Over 90 per cent of the new plantings, and at least 75 per cent of the old plantings are of this variety. It makes a splendid orchard tree and carries 150-250 pounds of fruit a year when in full bearing, while twenty-two-year-old trees are known that consistently bear 404-600 pounds annually.

The persimmon is singularly free from serious insect pests and diseases and requires no special care. Little pruning is necessary after the tree becomes of bearing age. The trees set heavily, but usually enough fruit drops off so that hand-thinning is not resorted to to insure good size. Irrigation practices are similar to those for other deciduous fruits.

Southern California consumes much of the persimmon crop raised in this portion of the State, though considerable fruit is shipped to the eastern market. Placer county orchardists supply the San Francisco market, but ship most of their fruit to New York and Chicago, the two principal distributing centers. Shipment is made in single-tier peach crates and in six-basket grape crates, each specimen being wrapped.

During the past year growers in Southern California have organized the Persimmon Growers' Department of the Southern California farm bureaus to work out a satisfactory marketing plan and gather information relative to cultural practices. A variety committee to study present varieties and those recently introduced by the government is at work. The area in California and in other States in which the persimmon can be grown is extensive, hence only by increasing consumption through education in the many culinary uses of the fruit can the increasing production be adequately and profitably handled.

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RANKING among the foremost schools of the United States, the Harvard School (Military) is one of the largest and best-equipped educational institutions of the great West. Conducted under a board of directors composed of prominent business men of Los Angeles this school is grouped around an eleven-acre campus in one of the most beautiful and healthful locations of the city of Los Angeles. Numerous fine buildings to carry on the work of various departments afford every department ample facilities for the most complete educational, military and athletic training. Boys are prepared here to enter the higher universities, or, if the student desires to go directly into the business world, he is prepared with a well-rounded secondary education.

Harvard School under the personal direction of the Rt. Rev. Joseph H. Johnson, bishop of the Episcopal diocese, has been established in the metropolis of the Pacific Coast for a quarter of a century. The institution today is larger, better equipped and more successful than ever before.

Harvard School does not permit military work to outweigh the mental and moral training. Every detail is carried out in the most efficient manner.

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Visitors in Southern California are cordially invited to make free use of this popular department, located in the Times Building, Broadway and First Street, Los Angeles.

A special night service has recently been installed for the convenience of travelers who arrive in the city after the close of business hours. Newcomers who are in doubt about depots, hotels, schools, churches, theaters, hospitals, street car lines, etc., may step into a telephone booth, call up the Times Free Information Bureau, and be assured of getting accurate information and courteous attention.

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The development of new towns, and the laying out of residential sub-divisions constitute two of the main activities of the company. West Glendale, Eagle Rock (now annexed to Los Angeles) and West Burbank are three community centers developed by the Edwards & Wildey Co. A total of more than sixty sub-divisions have been owned and sold out by the company, who always carry out a complete improvement program in each tract, and usually build a number of houses as soon as street improvements are completed.

Recent notable successes of the company include Kenneth Crest and Kenilworth in Glendale, Kenmore Park in Hollywood, the new town of West Burbank, Arroya Vista in Pasadena and Ambassador Terrace in Wilshire.

General offices have been maintained in the Black Building for many years, with branch offices in Hollywood, Wilshire, West Wilshire, Burbank, Eagle Rock, Glendale and Pasadena.

To Our Friends:

YOUR GENEROUS SHARE in the upbuilding of this bank, which opened on February 3, 1923, prompts us to thank you heartily and to express the hope that the pleasant relations now existing between us will continue throughout the new year with added friendliness that comes from kindly associations.

As we have a sympathetic understanding of the interests and problems of worthy productive enterprises of this community we would welcome an opportunity to go into your banking relations at any time.

Resources	Feb. 3, 1923	$ 1,762,332.87
"	July 3, 1923	8,099,212.89
"	Dec. 3, 1923	11,408,436.50

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The new home furnishes 16,000 square feet to the floor, the total floor space occupied being 48,000 square feet. Here additional machinery will be installed for the manufacture of BENTZKNIT and RIBSTITCH Bathing Suits and BENTZKNIT Sweaters, which will keep this concern the largest manufacturers devoted entirely to bathing suits and sweaters on the Pacific Coast.

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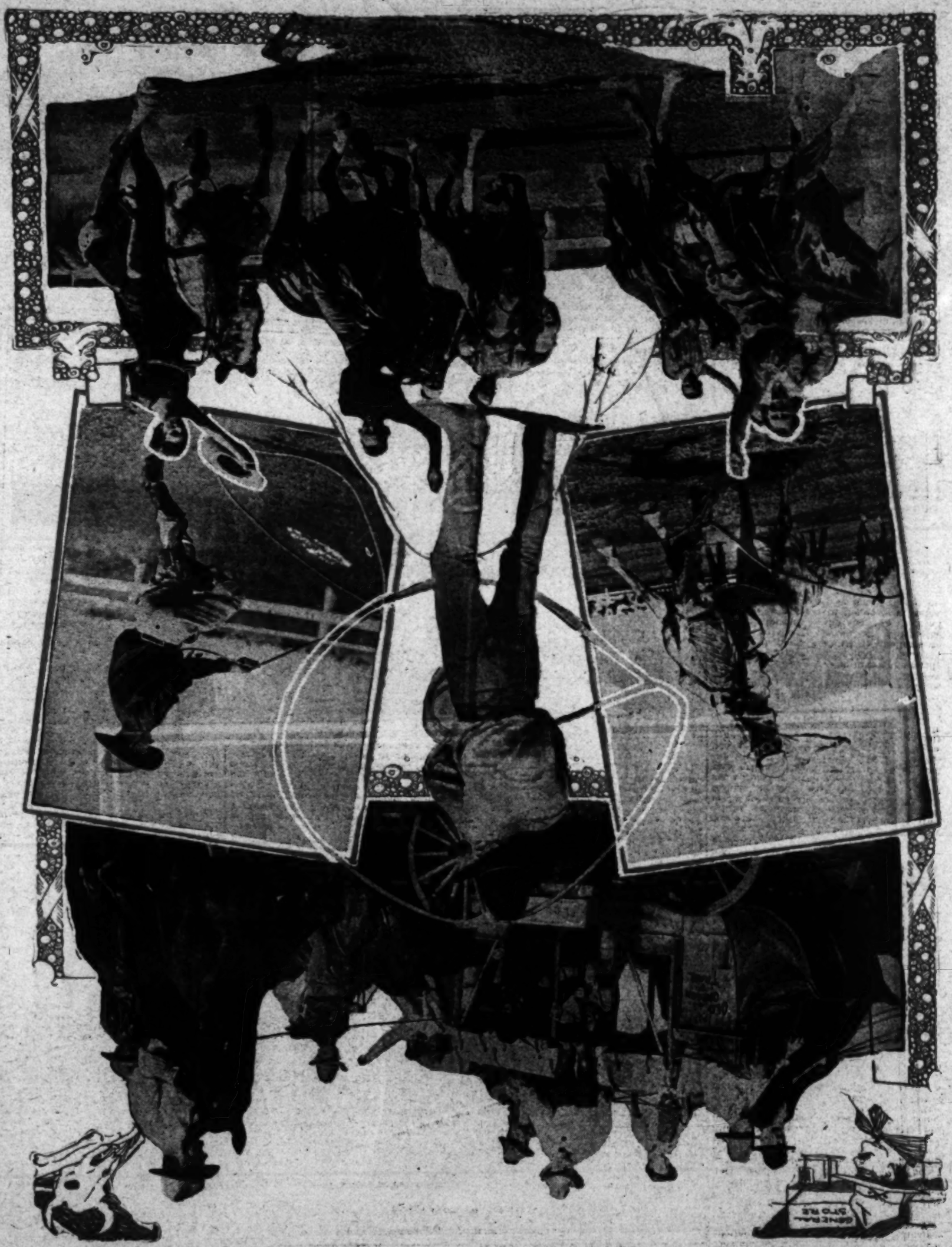

Scenes of the Western Ranges

Flower Gardens that Bloom All the Year Around

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Unique Effects Possible Here Where Native Plants and Subtropical Imports Thrive

BY ERNEST BRAUNTON

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LOS ANGELES

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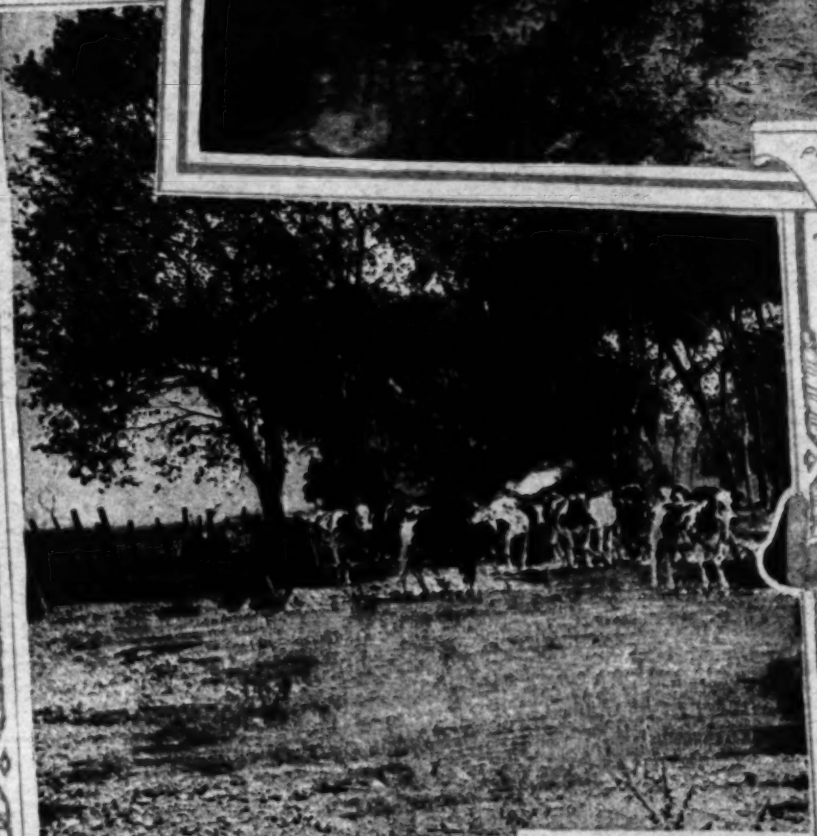
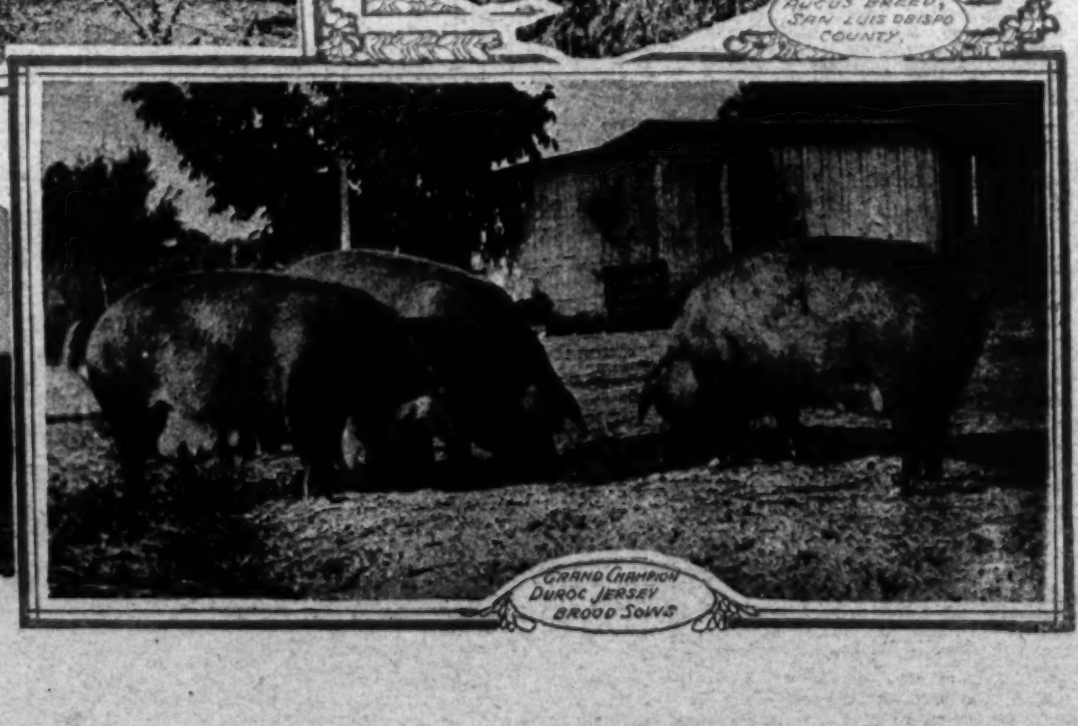


ABERDEEN ANGUS BREED, SAN LUIS OBISPO COUNTY.

UNIFORM HERD PUREBRED HOLSTEIN CATTLE, LOS ANGELES COUNTY.

IMPERIAL VALLEY DAIRY HERD...



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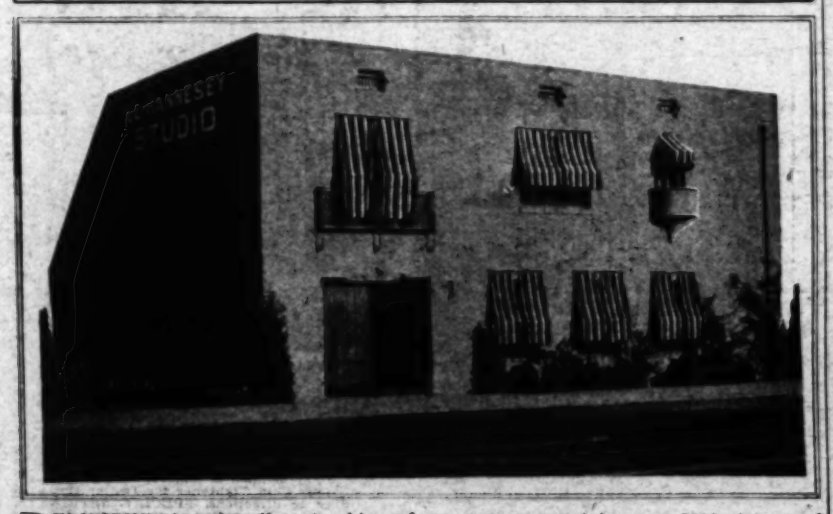
MAE MURRAY

The BE-HANNESEY STUDIO



BELIEVING that the silent teaching of good taste in furniture makes a great impression on the minds of people and that the average spectator of a film has a feeling, away down in his heart, that he lacks something of culture when he sees a beautiful thing and knows that a similar object he has at home is ugly, Mr. P. A. Be Hannesey, who conducts a beautiful studio in Western avenue, Hollywood, is adding 15,000 square feet of floor space in an attempt to better take care of his rapidly increasing business. This became necessary because of Mr. Be Hannesey's vision, the preparing of correctly decorated and furnished modern homes, such as one sees in the better motion pictures today. He visualized that the 17,000 or more theaters in America were doing more to raise the standard of home furnishing than anything else and that therefore, the matter had developed into a real art.

So far as the motion-picture industry is concerned, Mr. Phares Anton Be Hannesey has been one of the greatest factors for good of the better furniture trade. He has been an acknowledged leader in the matter of furnishing rooms and houses to be "shot." He has a research department in his wonderful studio at 1122 North Western avenue containing over 7000 pictures of famous homes and interiors all over America and also the world, of modest cottages and bungalows, of handsome apartments —everything that is suggestive and refined and in good taste for reproduction. He has a veritable mine of accurate and reliable data on every phase of home furnishings, rugs, furniture, draperies, pictures. Every leading director and film star in Los Angeles secures the services of Mr. Be Hannesey to furnish rooms necessary for every best motion picture filmed.

It is said that all over South America today the call is for American-made furniture as against that formerly imported from Italy, Spain or France, solely, on account of the beautiful furniture shown in American-made films.

With his added floor space Mr. Be Hannesey announces that his principal efforts in the future will be the furnishing of apartment houses. As the architect plans the structure and the contractor erects it, so Mr. Be Hannesey will outline and supply the furnishings. Mr. Be Hannesey believes that there is a great new era just opening for American-made furniture and home decorations. He believes that the American manufacturer will keep in close touch with the film industry and fully back it up. In any event, the Be Hannesey Studio has taken the lead for better home decoration and furnishment.

California's High Place in the Live-stock World

Quality and Quantity Production Brings Enormous Revenues and Also Builds Up the Agricultural Field

BY ROBERT T. LYANS

IN THE production of quantity live stock California now holds an important position. While figures have revealed our tremendous soil wealth few persons yet realize that live stock has played a prominent part in the building up of this rich agricultural field. Common sense has taught us that a well-balanced field of agriculture must include live stock in order to maintain this supremacy. From a soil-fertility standpoint alone how could this great State have been brought into the prominence which it now enjoys?

Take Los Angeles county alone, which stands today as the greatest agricultural county in the United States. With her 50,000 acres of oranges, how much manure is necessary to supply this one crop? A single grower this year supplied eighteen tons per acre at a cost of $4.50 per ton. Taking this as a basis for computation it would require $4,500,000 worth of fertiliser to supply the necessary growth to the trees. To be sure, many groves and orchards are neglected in this respect, but the illustration aptly proves the importance of live stock to supply the needed soil fertility on which our agriculture is based.

With our rapidly increasing population there has come an imperative demand for increased production of live stock to supply meat foods and dairy products. While we are unable yet to supply this demand from our own farms we have immense storehouses at our door. This big storehouse, which we call the Great Southwest and composed of California, Arizona, New Mexico, Utah, Nevada, Wyoming and Colorado, contributes 16 per cent of the cattle, hogs and sheep of the entire country.

Figures compiled at the beginning of the year 1923 by E. E. Kaufman, agricultural statistician for California, show there were on farms in this State 645,000 milk cows and 1,435,000 head of all other cattle. Milk cows were valued at $49,020,000; all other cattle, which include beef and dairy cattle under milking age, being valued at $49,809,000—a total valuation for all cattle in California of $98,829,000. The average value for milk cows is given at $76, which is 50 per cent higher than the average value of milk cows for the entire United States. All other cattle in this State are valued at $34.71 per head, or 35 per cent higher than for the entire United States.

There were 363,000 horses and 61,000 mules on farms in California at the beginning of 1923; 2,402,000 sheep and 876,000 hogs. A more recent special survey made by the United States Department of Agriculture reports that the number of stock hogs on farms in the United States September 1, 1923, was three-tenths of 1 per cent more than on the corresponding date in 1922. The increase in the corn-belt States is placed at 4.3 per cent, while California shows an increase of 8 per cent over last year.

* * *

Quality With the Numbers

WHILE there has been a good healthy growth in numbers of live stock in the West during recent years, the most startling figures are found in the improvement that has come about in the quality of this stock. Twenty-five years ago there were 4,625,711 cattle in the Southwest Empire, valued at $64,250,654. In 1921 this was increased to 6,715,000 cattle valued at $251,309,000. During the same period sheep had increased from 11,701,962 to 14,024,000, while the valuation had gone up from $16,800,266 to $89,648,000; and hogs had increased from 667,407 to 1,553,000, with an increase in valuation from $3,091,689 to $21,468,000. This greatly increased valuation has come about largely through the use of pure-bred sires, enabling the farmer and stockraiser to market more pounds of meat from fewer animals.

Late government figures show that more meat was consumed per capita last year than for several years previous, especially of pork, which has jumped seven pounds per capita in the past three years. The consumption per capita in 1923 was: Beef, 61.4 pounds; veal, 7.3 pounds; mutton and lamb, 5 pounds, and pork, 76 pounds, making a total of 149.7 pounds per capita for the year.

This fact, together with our increasing population in California, has been largely responsible for the increased slaughter during recent years. During the past three years the slaughter of meat animals in Los Angeles alone has for cattle increased from 191,370 in 1921 to 267,401 at the end of the fiscal year of 1923; calves have increased on the market from 62,000 in 1921 to 113,501 in 1923; hogs from 274,505 to 501,272 during the same period, and sheep from 441,450 to 546,272. From November 1, 1922, to October 31, 1923, the Los Angeles Union Stockyards handled nearly 500,000 cattle, hogs and sheep for which producers have received a total of $15,000,000.

A preliminary estimate of the wool clip for California places this State in seventh place with (estimated) 14,181,000 pounds, Texas leading with an estimated clip of 19,700,000 pounds. A recent survey shows that California shipped over 300,000 lambs out of the State for the year. California fat spring lambs frequently top the Middle Western live-stock markets, and California feeder lambs are eagerly sought. With the large sheep-grazing areas being cut down, flocks are naturally becoming smaller, but many farmers who previously had not kept sheep are adding a few to their irrigated ranches, thereby keeping the industry on a stable foundation.

While only about 10 or 15 per cent of the pork consumed here is raised in the State, and only about 50 per cent of the beef, we still have a vast back-country area from which to draw and insure us a bountiful supply. Fewer head, but better quality, has become the slogan of many California farms. Proper grazing capacity, range reseeding, introduction of new forage plants, supplementary feeding and the use of silos have all had a bearing on this gradual improvement, but the greatest improvement, as the writer sees it, has come about through the continual use of pure-bred live stock, and the supplying of pure-bred sires to head the big herds from which comes the major portion of our meat supply. More attention is now being paid to weight and quality than to mere numbers.

The brunt of the burden naturally falls upon the breeder. While the feeder develops and the packer distributes the finished product, it is the breeder who must plan the work and efficiently create the product that is to meet the demands of the consumer. Meat production from the breeders' viewpoint is an art and a pleasure. The field of animal husbandry offers a lure to everyone interested in the development and perfection of domestic animals. To those who are prompted to enter this field, and are thoroughly convinced that live stock is the backbone of the farm and the basic foundation for all successful agriculture, there lies in store a great amount of satisfaction in the building up of a herd that meets popular approval.

To do this requires considerable patience and knowledge in order to become familiar with the intricacies of the various laws which govern animal breeding.

The constructive breeder must be familiar with the principles of heredity and environment, prepotency, in-breeding, line breeding and cross-breeding. He must understand the law that "Like begets like," the law of "Variation," the law of "Correlation" and the law of "Atavism." He must do more than this, he must also keep an ear open to the rightful demands of the ultimate consumer; he must carry in his mind's eye the finished product; he must have a vision of something a little better than the model before him. If he is able to produce a hog with a deeper, fuller ham, or a longer side of choice bacon; or a steer with a greater depth of loin from which come the choicest cuts of beef, it can be said that he has acquired the breeder's art, and by such production has exalted the breeder's calling, and materially added to the economical production of choice food to fill the larder of a great nation.

* * *

Reward of Honest Effort

HONEST effort to produce a superior product in the end generally meets the reward which it justly merits, and in no case is this more true than in the live-stock business. California breeders are convinced that this superior product can never come from a scrub bull that begets offspring which is unable to efficiently convert grass, forage and grain into finished beef of excellent quality. Stock men are now looking more to the foundation of their herds; they are selecting the kind that has early maturing qualities; the compact, deep-bodied kind, with broad backs and excellent hind quarters; those that have good depth of natural flesh; the low set critter with enough quality when it goes over the scales to insure juicy steaks for the consumer and a market-topping price to the producer. Good pure-bred sires are turning this trick on many of the leading ranches and farms of California and the Southwest Empire, and this is as it should be, else our laws of animal breeding would amount to nothing in the betterment of live stock. The time is long past when the stockman can call a steer a steer without qualifying it as either good or bad, and expect to get the same price for it regardless of its conformation or quality.

When we consider the fact that almost half of the cattle population of the country is of the dairy type, and sooner or later as its period of usefulness as a dairy animal is over this stuff finds its way to the shambles to be converted into so-called beef, we begin to realize the real necessity of producing a type of beef that can overcome all competition from this source. The consuming public craves juicy steaks as much as it does milk and cream, and the high-class dairy animal, as well as the excellent beef animal, each have their place and their function to perform, but they were never intended to be brought together in competition on the block.

If our big markets were to begin paying only one price for all classes of meat there would be no real incentive to produce high-grade beef. Fortunately there is a discrimination against inferior grades of beef when choice cuts can be procured, even at an advanced figure. The people are ready and willing to pay for superior quality, but slow to eat beef at any price when the quality is poor. California producers are finding out that it pays to produce quality beef in order to increase consumption. The present-day demand seems to run to easy and quick-maturing young stuff which makes a much more rapid turnover for the grower. The demand for quality and finish was never better than now, as properly finished stock goes over the block with the right admixture of fat and lean to make it an ideal marbled meat, an article which, until recently, was rather scarce in our western meat shops. There is no valid reason why we should not have prime, juicy steaks here as well as our brothers over on the other side of the Rocky Mountains. Consumers here are clamoring for quality meat, and when we consider the fact that it does not cost any more to produce this kind than it does to produce the inferior grade, is it not right and just that the people should have what they want?

* * *

Ours the Grand Champions

FARMERS are now carrying fewer head than formerly, but the added quality makes them more profit than when they carried greater numbers of the common sort, because the labor cost is less and the selling price per head is more. Efficient business methods and common sense judgment have more than justified the introduction of pure-breeding to California's great herds and flocks. For evidence, that California breeders are producing live stock of the highest quality one need but follow the sales and shows of not only this State, but of the entire country where California live stock has been exhibited and carried off highest laurels in the land. These winnings include grand championships at the great International Live Stock Exposition at Chicago, conceded to be the highest live-stock tribunal in the world. Then consider our dairy industry where California breeders have established many world records for milk and butter fat, besides having to their credit a long list of show-yard winnings, and top prices in the sales ring in direct competition with the best that is being produced in the United States.

With a reported production of 97,000,000 pounds of butter fat annually, California is not yet able to supply the demand for dairy products. The total value of dairy products in the State for the year ended June 30, 1923, is reported at $104,327,522, showing an increase in value of $7,000,000 for the year, and an increase of 15,000,000 pounds of butter fat in the same period. Stanislaus county still leads the dairy counties, with Los Angeles county in second place in this important industry.

California breeders have every reason to be proud of their achievements, both at home and elsewhere. They have procured the best foundation stock obtainable and have builded bigger and better, so that it is now no longer necessary for the beginner to go East to secure splendid foundation stock with which to establish new herds. The future of the pure-bred live-stock industry never looked better than it does today, notwithstanding the fact that low prices prevail throughout the country at the present time. Constructive breeders realize that during a life cycle many adjustments must take place, and they know full well that prosperous times naturally follow the unprofitable. They know that it stands to reason that the pendulum will soon swing back, and that the breeders who are then producing a quality product will again be sitting on the top of the world.

CHICKENS? YES, WE HAVE THEM—AND EGGS

But Poultry Industry Not Keeping Up With Population Increase and Here's a Good Field for Development

SOUTHERN CALIFORNIA is ideally situated for the poultry industry and for its further development. The soil is of the well-drained type, which, with the large amount of sunlight, is conducive to a minimum of disease among the flocks. Climatically, it is difficult to find any place more favorably ordered. There are few days when it is necessary to keep the birds in the houses, and the exercise in the yards adds much to their general health and productivity.

The increase in population has created a strong market for eggs in Los Angeles and vicinity. Three years ago the city exported seventy-eight carloads of eggs. In 1923 it was necessary to import 400 carloads to feed the increasing population. This indicates that the poultry industry has not kept pace with the population. The discovery of oil resulted in a tremendous decrease of poultry in the southern part of Los Angeles county, while subdivision has forced out a number of the larger chicken ranches. While these factors have increased the valuation of lands, it is still possible to make poultry-raising profitable by taking advantage of the local opportunities and employing efficient and business-like methods.

There are a number of factors which are conducive to the well-being of Southern California poultrymen. The farm bureaus embody a special type of organization called the poultrymen's department. These departmental groups are made up of the poultrymen of the respective counties, and, by their united efforts, they are able to do many things which would not otherwise be possible. The poultrymen's departments in turn are organized into a Southern Counties' Poultrymen's Department of the Farm Bureau. This has just put into effect what is believed to be one of the most far-reaching plans ever developed for the benefit of the industry—an Accredited Breeders' and Hatchery Project, which looks toward the improvement and standardization of the baby-chick enterprise. It is supported by all the representative breeders and hatcherymen.

There is also the Southern California Farm Bureau Egg-Laying Contest at Pomona, in the eastern part of Los Angeles county. This is one of the major projects of the Southern Counties' Poultrymen's Department. It has forty-eight entries and is now beginning its third successful year. This contest is conducted somewhat differently—not to secure the largest number of eggs possible, but rather to demonstrate the relative values of the various strains entered, and to treat those birds in such a way that they shall be in first-class condition to put into breeding pens the following spring, in order that good stock may be secured from them. The birds at the contest are therefore not forced in any sense, but subjected to the most satisfactory conditions possible, comparable to those found on the best commercial ranches. No lights or forcing feeds are used. Already the good effects of this practice are being noticed in the breeding stock developed from the birds in the first contest. This is doing much to influence poultrymen to secure baby chicks from trap-nested stock, which practice will have a distinct influence on future production.

In connection with this egg-laying contest, a series of experimental poultry-feeding trials is conducted, having for their purpose the determination of the relative values of different kinds of feeds, both for egg production and for the quality of those eggs for hatching. Ten pens of forty birds each are used in these experiments. These trials are doing much toward helping poultrymen in the economical feeding of their flocks.

The poultrymen are also organized into co-operative marketing organizations.

With the present demand for poultry products and the increase which will naturally result with the ever-growing population of Southern California, it should seem that the poultrymen have little to worry about in finding a market. Poultry-raising lends itself ideally to a combination system—growing fruit on the same ranch. The fertilizer question can be answered very satisfactorily by the use of poultry in connection with a fruit ranch. It has the added advantage of being a means of income which helps tremendously in seasons when the fruit is not profitable.

This combination of fruit and poultry farming is used in many instances at present with excellent results, and the practice will undoubtedly greatly increase. Fruit growers already located here, and those desiring to settle in this section, would do well to investigate the poultry industry thoroughly as a means of increasing their future returns.

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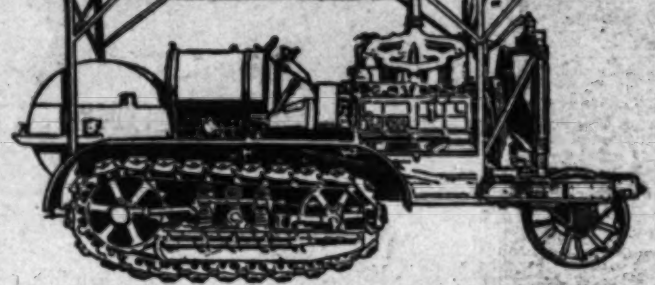

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These tractors and engines are particularly well adapted for BIG FARM OPERATIONS — ROAD CONSTRUCTION —LOGGING WORK—CONTRACTING JOBS CALLING FOR LAND LEVELING, EXCAVATING, ETC.

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Consists of M. Ella Harris' Bleach Cream; M. Ella Harris' Wrinkle Cream; M. Ella Harris' Marvel Skin Tightener.

UNEXCELLED PREPARATIONS FROM OUR OWN LABORATORY FOR HOME TREATMENT

"Marvel Skin Tightener" will positively whiten and tighten the skin.

"Bleach Cream" stimulates circulation, which cleans and beautifies.

M. Ella Harris' **"Wrinkle Cream"** is her old-fashioned "skin food"—splendid for smoothing out wrinkles and to offset effects of dry climate.

THEY BEAUTIFY—THEY WHITEN and TIGHTEN

FREE With these three splendid beautifiers I will also send a Two Dollar size of my "Special Double Astringent" upon receipt of your Five Dollars, together with the names of two persons, men or women, who have wrinkles and would appreciate being made young. (This information I positively treat as strictly confidential.)

FAITHFUL AND CONTINUED USE OF M. ELLA HARRIS' HOME BEAUTY TREATMENT WILL MAKE YOU LOVELY AND KEEP YOU SO. BEGIN TODAY. MAIL THIS AD WITH YOUR FIVE DOLLARS ENCLOSED AND YOUR RETURN ADDRESS.

In using the Home Treatment, one should begin with the BLEACH CREAM and use it for at least three nights in succession, rubbing it in gently and leaving on all night, as directed. Then after three nights discontinue the BLEACH CREAM altogether and apply the SKIN TIGHTENER, as directed, leaving on all night, for three nights in succession. APPLY SKIN TIGHTENER AND WATCH THE WRINKLES GO—it is marvelous.

By this time you will see a decided improvement in the color and texture of the skin. Keep alternating these two applications (three nights BLEACH CREAM and three nights SKIN TIGHTENER) until every blemish is removed. If you wish to look exceptionally well for the evening, apply Skin Tightener for two or three hours in the afternoon and remove according to directions. SPECIAL ASTRINGENT should be used at least twice a day and may be applied at any time, before using the powder, or to cleanse the skin at night. It is very healing and has been known to cure blood poison, skin eruptions and pimples.

For a dry skin, always apply M. Ella Harris' WRINKLE CREAM or CREME VELVET after using the SKIN TIGHTENER. For an oily skin apply the ASTRINGENT afterward.

M. Ella Harris' WRINKLE CREAM is her old-fashioned "skin food" and splendid for smoothing out wrinkles and to offset the effects of the dry climate.

FAITHFUL AND CONTINUED USE OF M. ELLA HARRIS' HOME BEAUTY TREATMENT WILL MAKE YOU LOVELY AND KEEP YOU SO. BEGIN TODAY. MAIL THIS AD WITH YOUR FIVE DOLLARS ENCLOSED AND YOUR ADDRESS.

THEY WHITEN AND TIGHTEN THE SKIN

Before

From a National Publication—

THE pitiless camera searches out the hateful and hideous of the face with relentless zeal, and therefore the tell-tale marks of advancing age are the supreme consequence to motion picture people and actresses.

Thus it is that in Hollywood, near Los Angeles, California, where many of the great studios are located, a beauty doctor is as necessary, as a wigmaker or a costumer.

One of the most celebrated of these specialists is known as Madame Ella, and her wizard laboratory is called "The House of Lost Faces." Here it is where wrinkled, yellow-skinned women troop in, all the hard lines and leary their aged visages behind them, tripping out the front door many or less young, radiant and wrinkleless.

Madame Ella gets her results by a secret process known only to Madame Ella herself.

She puts on some sort of an astringent which is combined with a tissue building cream. The effect of this combination is to draw the sagging muscles of the face back into place at the same time as building new tissue. No surgery is used whatever; no pulling and no stretching. No painful lifting or hypodermic injections.

The preparation is worn over the face as a mask for nine days. Then a greasy ointment is put on and the mask slips off, leaving the skin perfect and the wrinkles all tightened up.

WIZARD LABORATORY S.

M. ELLA HARRIS

From The Stirring Rod, June, 1922

AMONG all the interesting and remarkable women which Hollywood, California, claims as its residents, not even excepting those whose names are household words throughout the civilized world, not the least interesting, to the drug trade of the country, is M. Ella Harris, nationally known as a face specialist and manufacturer of skin preparations.

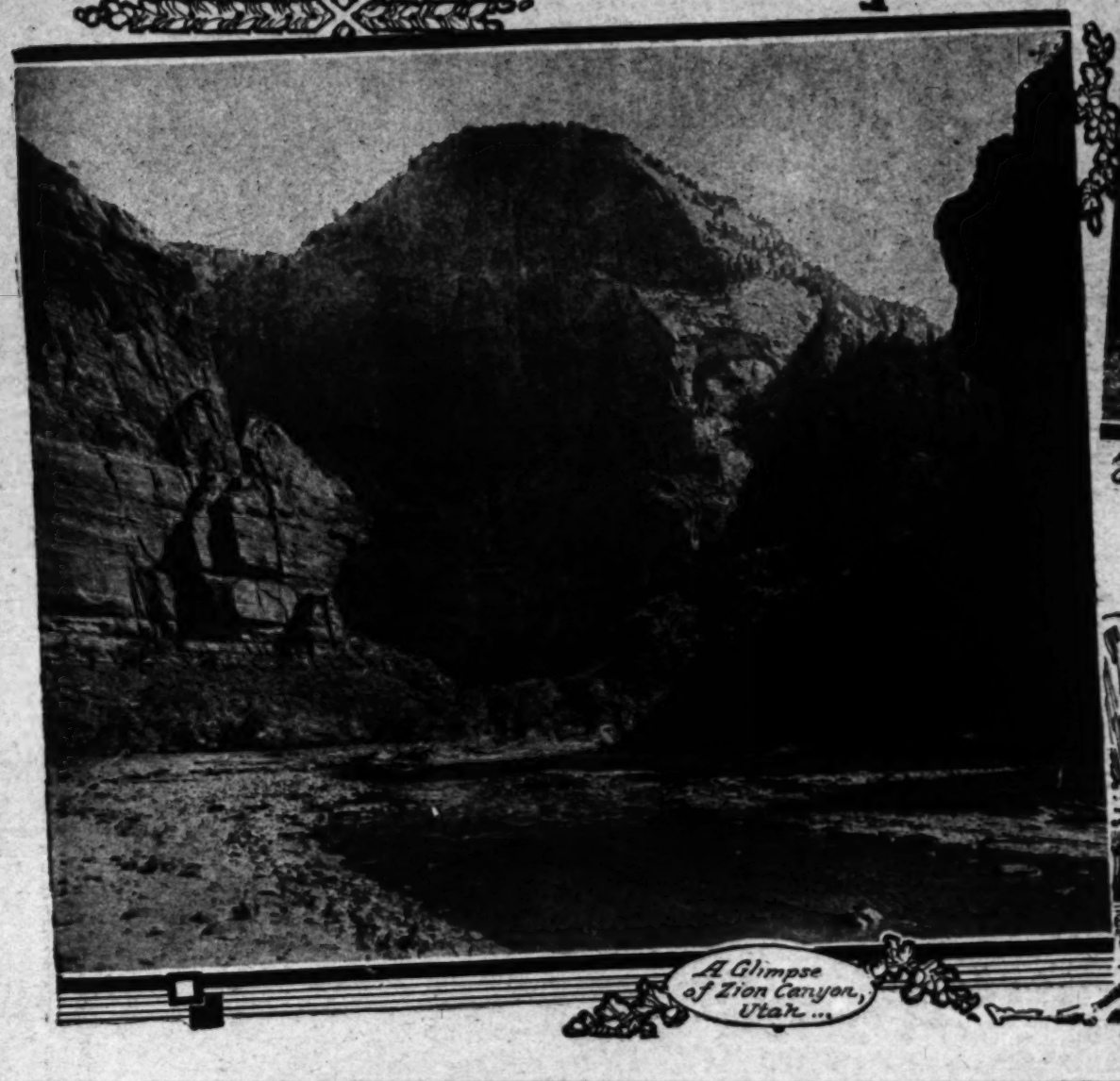
OPENED PHARMACY IN 1888.

"Eureka in those days was a booming lumber town, the center of the redwood lumber industry on the Pacific Coast. Big freight vessels called there for cargo and most of the passenger business was done by boat, too. I started the 'Pacific Pharmacy' and operated it for six years, managing to weather the panic of 1893 in good shape, though it was disastrous to most businesses. I sold my business in 1894, but the 'Pacific Pharmacy' is still a going concern in Eureka." M. Ella Harris is today a registered pharmacist, California State Board of Pharmacy.

1531 N. BRONSON AVE.
HOLLYWOOD, CALIFORNIA

After

Our Nearby National Parks



A Glimpse of Zion Canyon, Utah...

Sequoia Giant Forest.

Half Dome Yosemite Valley

HEALTH IN CALIFORNIA FRUITS AND NUTS

They Contain All the Elements of a Balanced Ration and Eating Them Would Make the Whole Nation Better

IN THESE days when dietetic terms are commonplace and nearly everyone knows that he should eat 60 per cent carbohydrates, 30 per cent fats and 10 per cent proteins, it is interesting to notice that the varied fruits and nuts of California, generally considered as delicacies, contain in themselves all the elements of a balanced ration. The food question is not quite so simple as scientists of the last century thought to find it. Accurately supplying the chemical needs as revealed by analysis does not satisfy the requirements of the human organism. There are manners and mediums of nutrition indispensable to healthy functioning. Vitamine is a new word in our vocabulary; we talk of such a thing as "roughage," while the mineral or organic salts—numbering fourteen in the body—are claiming more and more attention.

Now to obtain the trio of vitamines, cellulose and the organic salts we simply have to eat raw natural foods. Regardless of what they contribute in the way of nutrition, we have to eat them for the effects upon digestion, assimilation and peristalsis; for the "safety first" way they have of "policing" the blood against disease, and for various anabolic and catabolic interferences in behalf of our well-being.

If the nation would eat more California fruits and nuts it would be a healthier, happier and altogether better people.

In a valuable and interesting book published last fall in Los Angeles under the title of "Rational Diet," Otto Carque, the author, well known for the delicious fruits and natural food products that appear under the Carque brand, makes this statement:

"The daily per-capita consumption of fruit in the United States is less than 1 cent; of refined sugar, candy, preparations artificially sweetened, about 4 cents; of cereal products, mostly demineralized, the same amount; and for meat about 8 cents. As compared with other foods, the amount spent for fruit is ridiculously small. If the per-capita consumption would increase only to one pound of fresh fruit daily, or its equivalent of dried fruit, it would mean a yearly consumption of 20,000,000 tons or more than five times the present rate."

Mr. Carque does not go on to say in so many words what else it would mean—the greater health of the nation and the many fine things contingent upon that—but, in a way, the benefits to be derived from the eating of more fruits, nuts and other strictly natural foods, is the message of his book.

Recall the proportions in a balanced diet: more than half carbohydrates, less than one-third fats, and not over one-tenth proteins. That is the way the average person in uncomplaining health should eat. Now let us see where these food properties are to be found.

Nearly all the bulky vegetables and fruits are high in carbohydrate content. They are first water and second carbohydrate. Carbohydrate is largely a fuel substance: that is why stout people can satisfy their appetite on such foods—excepting those high in starch—without getting fat.

The amount of fat in berries, vegetables and deciduous fruits is negligible. Grapes contain the most with 1.25 per cent. But there are fruits and nuts that are high in fat content. Such are the olive and avocado among the fresh fruits. Of dried fruits, pears, raisins and apples contain the most fat, although less than 6 per cent. When olives are dried they contain 51.9 per cent fat.

Nuts are the true fat foods of Nature. Walnuts, pistachios, pinons, pecans, hickory nuts, cocoanuts, butternuts, Brazil nuts and almonds, contain well over 50 per cent fat. Peanut butter is 46.50 per cent fat, being secondarily protein.

The nuts are likewise the richest in protein, with a good many over 20 per cent, which is the average protein content of meats. Among the fruits dried olives and figs are about 5 per cent, dates are slightly over 2, while a good many have more than 1 per cent. Most vegetables contain small percentages of protein. Cereals rank next to meat and nuts, with legumes competing.

In mineral matter nuts are richest, cereals second, fruits and vegetables third. But the mineral matter along with vitamines and other unknown quantities of natural food are easily to be lost in the cooking or the composition of special dishes. Hence the importance of including raw fruits, vegetables and nuts in the daily ration.

Although the mineral matter in the human body is less than 5 per cent of the whole, the part that these fourteen elements play in the symphony of health can be likened to the part of the brass instruments in an orchestra. It is loud, basic, important in inverse proportion to quantity. Without the organic salts being renewed properly, the way is left open for stomach and intestinal disorders, sluggishness of the glands, improper cell work and the escaping of impurities into the blood. Nutrition proceeds from the three great classes of food properties, but the availability of that nutrition is largely affected by the organic salts. Health, then, is largely a product of these salts.

Fruits and nuts contain all the food elements needed by the body and in about the right proportions. Only faddists would attempt to live entirely by a fruit and nut diet, but to include some of these natural foods in the daily diet is only to add to the pleasure of eating and to take out the best and cheapest kind of life insurance.

Fruits are natural laxatives; that is, the eating of fruit so stimulates peristaltic action in the intestines as to render the taking of laxatives unnecessary. It is stated by the Life Extension Institute of New York that constipation is the greatest curse of modern civilization. The cause is not far to seek, considering the artificiality of that complex diet which is concocted to please tastes ever becoming more fastidious and squeamish. But the remedy, fortunately, is close at hand in the hundreds of thousands of fruit-yielding acres under the perennial sunshine of California.

Fresh fruits of one kind or another are available in, or from, California all the year. But California fruits are dried and canned also. There is no occasion for people to suffer the curse of constipation with a bountiful and delightful remedy so near at hand. Probably the best laxative fruit is figs. But the pulp and juices of all fruits tend to regulate digestive and intestinal processes.

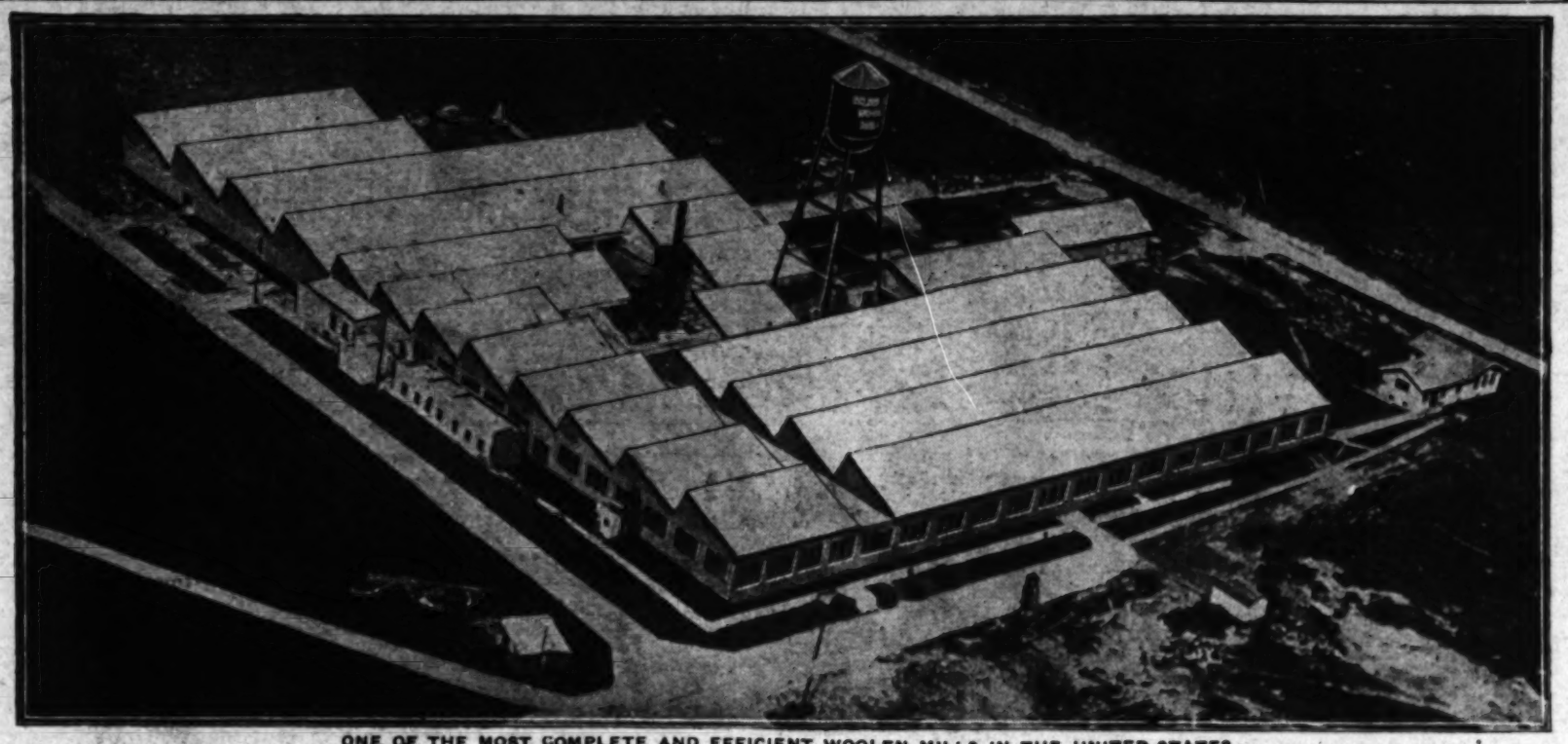
The value of orange juice and lemonade in combating influenza became well known during the 1918 epidemic. Orange juice has a high content of lime and magnesia. In the citric acid is a large amount of potash which causes the effect of the acid to be alkaline. The same is true in the lemon, the lime and the grapefruit. Acid in character, the reaction is alkaline. Possibly in this subtle metamorphosis resides the peculiar medicinal property—the "alterative" of the old-fashioned doctor. The vitamines B and C are also present in large quantities. Lemon juice co-operates much more happily with vegetables in salads and other preparations than does vinegar.

It is claimed for the California grape that notwithstanding all its excellence for the making of wine, the real health-giving value of it is to be found only in using the grapes fresh, dried (as raisins) or in unfermented juice. Thus the natural grape sugar and organic salts are obtained. In Europe, where these grapes originated, the grape cure is now becoming a popular thing. People live on grapes exclusively for weeks, increasing the quantity from three to eight pounds daily. Benefits accrue to the kidneys, the blood and respiratory system. The potash, lime, iron and magnesia in the grape tend to reduce the acidity of the blood.

Distinctive fruit and nut products of California, such as the avocado, the olive, the date, the walnut and the almond, contribute rich food values to the diet in a form naturally pleasing. Avocados and olives are rich in easily assimilated fat; the date often runs as high as 84 per cent sugar, while walnuts and almonds are excellent protein foods. The organic minerals and vitamines are also present. Many attractive recipes have been worked out for the using of these nutritive foods in dishes, sauces and forms to take the place of less pleasing staples of customary diet.

Persimmons, pomegranates, guavas, loquats, mangos, cherimoyas and feijoas are grown in California, mainly for the home trade. But these are fruits with peculiarly pleasing food values that recommend them for more extensive production. Big crops of figs, pears, peaches, apricots, cherries, prunes and small fruits are annually grown and packed to share with the outside world.

GOLDEN STATE WOOLEN MILLS



ONE OF THE MOST COMPLETE AND EFFICIENT WOOLEN MILLS IN THE UNITED STATES.

WITH an investment in its plant and equipment involving an outlay in excess of three-quarters million dollars, Southern California is indebted to the Golden State Woolen Mills for one of the most complete and efficient woolen mills and organizations in the United States. Of still greater importance to the Pacific West, however, is the fact that this institution was the pioneer of the textile industry in Southern California. Established at Long Beach eight years ago, enlargements have been necessary four times during that period. Once, in April, 1921, the plant was almost totally destroyed by fire. From the ashes arose the present modern buildings constructed of steel, concrete, glass and iron, which are equipped with the most modern machinery, affording the institution a capacity of $50,000 yards' production annually. This splendid manufacturing institution was erected under supervision of the Union Iron Works and the Long Beach Brick Company. With six acres of ground available plenty of room still remains for further extensions of plant buildings as desired.

Raw materials, wools, etc., used in the Golden State Woolen Mills are purchased in California and the Pacific West. The institution manufactures cloth, for men's and women's suitings, overcoats and cloaks, blankets, robes and interior cloth lining for automobiles. The product is sold through the local sales department, 924 South Los Angeles street, all important cities on the Pacific Coast, and in Chicago and New York City. Numbered among the customers of the institution are the leading clothing manufacturers of the United States, including Kuppenheimer, Fashion Park, David Adler, Michaels-Stern, Alfred, Decker & Cohen, Kling Bros., Hickey, Freeman & Co., W. P. Goldman, Kuhn, Nathan & Fisher, Sinsheimer & Co., and many others.

At the present time the plant is using 1,250,000 pounds of raw material annually. The gross business amounts to $1,500,000 covering the same period of time.

The Golden State Woolen Mills is a close corporation controlled by Clarendon B. Eyer, president; V. R. G. Wilbur, secretary and general manager; C. M. Nebeker, treasurer.

Resultant of the establishment here of the Golden State Woolen Mills, Mr. Eyer points out the steady growth of the textile industry in Southern California. For instance, the Pioneer Worsted Company has plans out for the erection of a mill here and the Bond Great West Clothing Company contemplates the erection of a large clothing factory in Los Angeles capable of turning out 2000 men's suits daily. In the latter event such institution would use a very large part of the output of the Golden State Woolen Mills and other worsted institutions of Southern California.

Mr. Eyer's judgment is that with 8,000,000 people to draw from in what is known as Pacific Coast territory, the day is not far distant when Pacific Coast clothing will supplant eastern manufactured suitings, much of the manufactured wool of which goes eastward to be returned here in made form for sale.

This list shows

the vital part played in the phenomenal industrial growth of Southern California by

The Industrial Department

Union Iron Works

FACTORY, WAREHOUSE AND SHOP BUILDINGS

Purchaser	No. of Bldgs.
Union Oil Co. of Cal	10
General Petroleum Corporation	12
Shell Oil Co. of Cal.	7
Associated Oil Co.	5
C. F. Braun Co.	6
California Cyanide Co.	7
Emsco Steel Products Co.	2
Emsco Tool Co.	1
Stauffer Chemical Co.	2
Pacific Pipe and Supply Co.	2
Madsen Iron Works	3
So. California Iron & Steel Co.	3
Golden State Woolen Mills	8
Boyle Manufacturing Co.	2
Pomona Manufacturing Co.	1
Leach-Biltwell Motor Co.	1
Martin Iron Works	1
Alloy Steel & Metals Co.	1
Vitrefrax Co.	1
Washington Iron Works	1
Los Angeles Creamery Co.	2
American Foundry Co.	1
Los Angeles Foundry Co.	1
Kersey Pattern & Mfg. Works	1
Hammond Lumber Co.	2
Republic Supply Co.	4
Hickey Pipe & Supply Co.	1
Big 4 Truck Co.	1
Coney & Winterbottom	1
Button Lath Mfg. Co.	1
Murphy Oil Co.	1
Torrance Gas & Refining Co.	1
Chanslor Canfield Midway Oil Co.	12
Pacific Pump Works	2
Veal Reed Chair Co.	1
Monrovia High School	1
Julian Petroleum Corp.	4
California National Supply Co.	1
Wilshire Oil Co.	1
California Metal Enameling Co.	2
Stephens Adamson Mfg. Co.	1

STUDIOS

Hollywood Studios	6
Chas. Ray Studio, Inc.	1
Famous Players Lasky	2
Fox Studios, Inc.	2
Balboa Studios	3
United Studios	1
Chas. Chaplin, Inc.	1
Real Arts Studios	1

Designers and Builders of Industrial Buildings

DEVELOPMENT OF THE AVOCADO INDUSTRY

This Fruit Has Taken Its Place Commercially as One of the Important Crops of Southern California

By K. A. BYERSON, Agricultural Extension Service, Los Angeles County

THE avocado industry in Southern California still continues to hold an active and prominent place in the development of Southern California horticulture. Breaking from the status of a dooryard curiosity, this fruit has taken its place commercially as one of the important crops in several Southern California counties, particularly the coastal belts of Santa Barbara, Ventura, Orange and San Diego counties and the foothill belt of Los Angeles county. Over 1300 acres have been planted and the tonnage production is increasing yearly.

The avocado districts of Southern California are limited to the more favorable parts of the region. The warmer parts of the citrus belt and the mild, protected coastal sections furnish conditions most suitable to its rather fastidious tastes. The so-called thin-skinned Mexican race of avocados maturing in the fall of the year is more hardy than the thicker-shelled Guatemalan race and is found more widely scattered. Trees of this race are fruiting in Butte county and other parts of Central California. Recently discovered, large-fruited varieties of the Mexican race from Ecuador give promise of expanding the commercial acreage. The varieties of the Guatemalan race are largely confined to the warm parts of the lemon districts.

In common with other new horticultural industries the question of varieties is still uppermost in the minds of growers. Promising new seedlings are continually coming into bearing. The behavior of those varieties brought in by the United States Department of Agriculture through its agricultural explorer, Wilson Popenoe, from Central and South America is still to be determined. The industry is fortunate in having a live growers' organization, the California Avocado Association, at work on this problem. Its variety committee has been studying the different varieties for some years and prepares and revises a recommended list in accordance with its findings for the guidance of growers. The list is in no sense final, only representing the best information at the time issued. Five varieties are on the list at the present time—the Fuerte, Spinks, Puebla, Dickinson and Sharpless. The fruiting habits of the different varieties are such that they can be had every month of the year. The winter varieties, however, bring in the highest returns.

In order to bring about a satisfactory condition in the marketing of the increasing crop, the growers have recently taken steps to incorporate and form a regular co-operative marketing exchange following the lead of other successful California fruit industries. In this manner a more orderly distribution of a uniformly high-grade product will be assured. An effort is being made to establish grades and maturity standards to insure quality fruit to the consumer.

Prices have been unusually good, the smaller thin-skinned Mexican fruit returning 20 to 50 cents a pound to the grower, while the larger thick-shelled fruits reached $1 a pound last season. These figures cannot be used as a basis for future profits, as has been done all too often in the past. With a quantity production and with the fruit selling on the basis of its food value, a price of 20 cents per pound can be reasonably expected. From present indications a mature bearing tree may be expected to yield 100 to 150 pounds of fruit annually. At those figures avocado production can be a profitable one. The efforts to build the industry on inflated estimates of yields and prices have only resulted in an unfavorable reaction.

Another factor having an important bearing on the future of avocado production in this State is the great increase in production in Florida. There is much more territory in Florida in which avocados can be successfully grown than in California and the proximity to the eastern market gives that State an important advantage. Rightly advertised and marketed in a well-regulated manner, however, the production of both States should be readily absorbed, as the avocado ceases to be a luxury and becomes more and more an article of every-day diet.

No serious insect pests and diseases have appeared to menace the industry. The trees, however, require unusual care in their younger years to make them satisfactory orchard trees. Pollination studies have been started to determine more accurately the necessity of cross-pollination to insure satisfactory fruit setting. The avocado is more sensitive in its water requirements than most of our fruit trees. It comes from a region of uniformly greater precipitation distributed throughout the growing season. The California Avocado Association has done much to add to the knowledge of cultural requirements of the tree and the published proceedings of this organization form an invaluable source of information to the prospective grower.

Avocado culture can be truly said to have definitely entered the commercial stage, its future in California horticulture is assured. Rightly developed, it promises to be one of the good-paying agricultural enterprises of the State.

CALIFORNIA'S GREAT WALNUT INDUSTRY

Hundred Thousand Acres of Land Produces Annually Twelve Million Dollars and Employs Twenty-five Thousand Persons

STARTING at a point somewhere north of San Diego and extending northward for about 350 miles, California's great walnut industry spreads itself out in the sun across more than 100,000 acres of the State's best farming land, and yields thereon more than $12,000,000 worth of walnuts every year.

It has long been an established fact that the southern counties, chiefly Los Angeles, Orange, Santa Barbara, Ventura and San Bernardino counties, are the heaviest walnut producers in the State, but walnut plantings have been extended in recent years to the northern counties and the inland valleys, until now the industry is quite widespread.

At present, with more than 100,000 acres of walnuts in bearing, and the acreage gain amounting to fully 5000 acres per year, the State is growing nearly 60,000,000 pounds a year, which is approximately the same quantity of walnuts that is being imported to this country from Southern Europe and the Orient.

The industry supports not less than 25,000 persons who are engaged, directly or indirectly, in horticulture in California. More than 80 per cent of the walnuts grown here are packed, shipped and sold through a co-operative marketing organization known as the California Walnut Growers' Association. This organization operates, through its grower members, forty-two district packing-houses which are owned and managed by local associations of walnut growers which are affiliated with the central association in Los Angeles.

Some idea of the extent to which the industry is spreading may be gathered from the fact that during the past summer a local association was formed at Elsinore, in Southern Riverside county, in the eastern part of the State. Its packing is being done by the association at Chino, in the Pomona Valley.

From the standpoint of cultural attention the walnut groves of this State stand second only to the world-renowned citrus groves of California. No expense is spared in the united effort to produce better walnuts than the remainder of the world can offer, and it is a well-established fact that while the California walnut industry cannot compete with Southern Europe and the Orient in the matter of cheap production, it easily leads the world in quality, and its place in the sun, commercially, is based largely upon the fact that it specializes in quality.

Since the association was organized more than eleven years ago, it has been in the front rank as a co-operative marketing organization, being able, at all times, to dispose of the entire crop, while large quantities of other food products grown in the West have remained unsold from one season to the next, for one reason or another.

Members of the association get uniformly good production from their walnut groves because they practice pest control, individually and collectively. They exert every possible influence to enable the trees to yield good-sized crops of quality walnuts and then they see to it that the consumer gets exactly what he pays for.

After the walnuts have been hulled, sorted, graded and packed, inspectors take each shipment and subject it to a cracking test. Walnuts are taken at random from several sacks in each lot. These are cracked and their cracking qualities are noted. The test is then repeated several times the walnuts each time being taken at random from sacks in the shipment. Unless the test shows 90 or more perfect walnuts out of each 100 the shipment is turned back to the packing-house to be regraded.

For the last six years the association has graded all inferior walnuts out of its widely advertised commercial packs, and has cracked these nuts in large mechanical crackers, the kernels being sorted out, graded by hand and packed in vacuum-sealed tins and glass jars, for the convenience of the housewife. This method has done much to raise the already high standard of association walnuts and, in the case of meats packed in glass jars, has enabled the housewife to see just what she is buying.

New walnut acreage in this State is coming into bearing at the rate of about 5000 acres a year.

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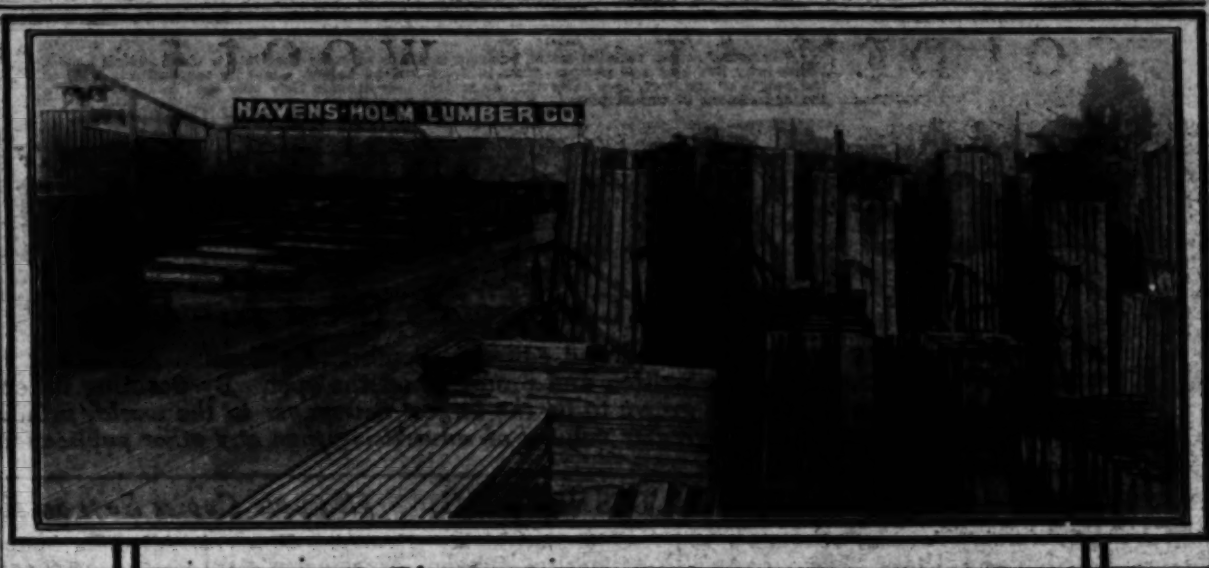

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The Encino Country Club

ONE of the most beautiful drives in Southern California is from Hollywood out over Cahuenga Pass, following Ventura boulevard to Hayvenhurst avenue, four miles beyond the Hollywood Country Club; then turn to the left over a new road just completed into the Santa Monica Mountains. Here lies the Encino Country Club—1820 acres—all of which is within the city limits of Los Angeles. It is a question whether any city in the world contains within its boundaries a region comparable with Encino Country Club grounds.

For three miles the grounds extend along the foothills and back one and one-half miles to the summit of the mountains where the Mulholland drive will be. The scenery along this drive is indescribable, with the valleys, mountains and ocean in the distance.

The club is constructing a road over the course of the old Santa Monica trail which will intersect Mulholland drive joining at the intersection of the road leading into Sepulveda Canyon. This will afford a short cut to the beach at Santa Monica, the distance being eight miles.

Encino Country Club is designed for the entire family. The vast acreage permits of many different kinds of sports such as no other one country club has. There is golf, swimming, tennis, bowling-on-the-green, croquet, horseback riding, with many miles of private trails, canoeing, trap shooting, and a 1000-yard rifle range, all of which enables everyone to indulge in his or her favorite sport.

GAME PRESERVE OF 500 ACRES

Within the club grounds at one corner is the city's Encino reservoir, one of the many places provided for water storage by the Board of Public Service Commissioners. Just beyond this reservoir 500 acres of the club grounds have been set apart as a game preserve. Deer, rabbits and quail abound in this natural habitat. Here indeed is a bit of unspoiled wilderness, still in the city limits of Los Angeles.

Encino Country Club grounds are seamed with wide and deep shady canyons. The name Encino—oak—is appropriate as throughout the canyons are magnificent specimens of live and white oak, which form natural parks where picnic parties may enjoy the beauties of glorious Southern California. Winding roads, most of them at easy grade for automobiles, extend through the canyons. All roads lead up to the higher reaches of the grounds from which the scenic views are wonderful.

Along the Alpine drive at one point is had a view of San Fernando Valley, from Burbank to Girard with the purple San Fernando Mountains at the other side, a great green garden spread at one's feet. Here is truly a beautiful panorama.

CONSTANT SURPRISES

Everywhere in the canyons and on hillsides and rising tops have been built many chalets, rustic houses, cottages and two-story houses. Club members refer to them as "cabins." These gems of architecture blending with nature are found in unexpected places. Some are hidden so securely that they are out of sight until you have passed and are looking down on them from the road. Others cling, as if in desperation, to a precipitous hillside. These "cabins" are easily reached by machine and the views from all are most wonderful.

The center of everything, of course, is the club house which will be formally opened February 12. The house, in fact, will be a double club. The ground floor has been equally divided, one side being fitted and furnished as a club for women, the other side for men. The second floor contains a large reception room, dining room and kitchen and service quarters, and a ballroom opening on the veranda, which is large and wide, the floor is made for dancing. The third floor is provided with bedrooms, each with private bath, for members or guests who wish to reside permanently or temporarily at the club.

CLUB HOUSE OVERLOOKS LAKE

The club house overlooks a lake sufficiently large for canoeing. This lake contains two small islands. On one island, reached by a rustic bridge, cocoa palm enshrined, is a Filipino tea garden. The other island is as a retreat and rest place. Here is found a lily pond, surrounded with tropical shrubs and flowers and shaded by banana trees.

Encino Country Club has the finest environment and is superb in every detail. It has strong appeal for the lover of all forms of sport, out-of-door attractions, or the seclusion of the family home.

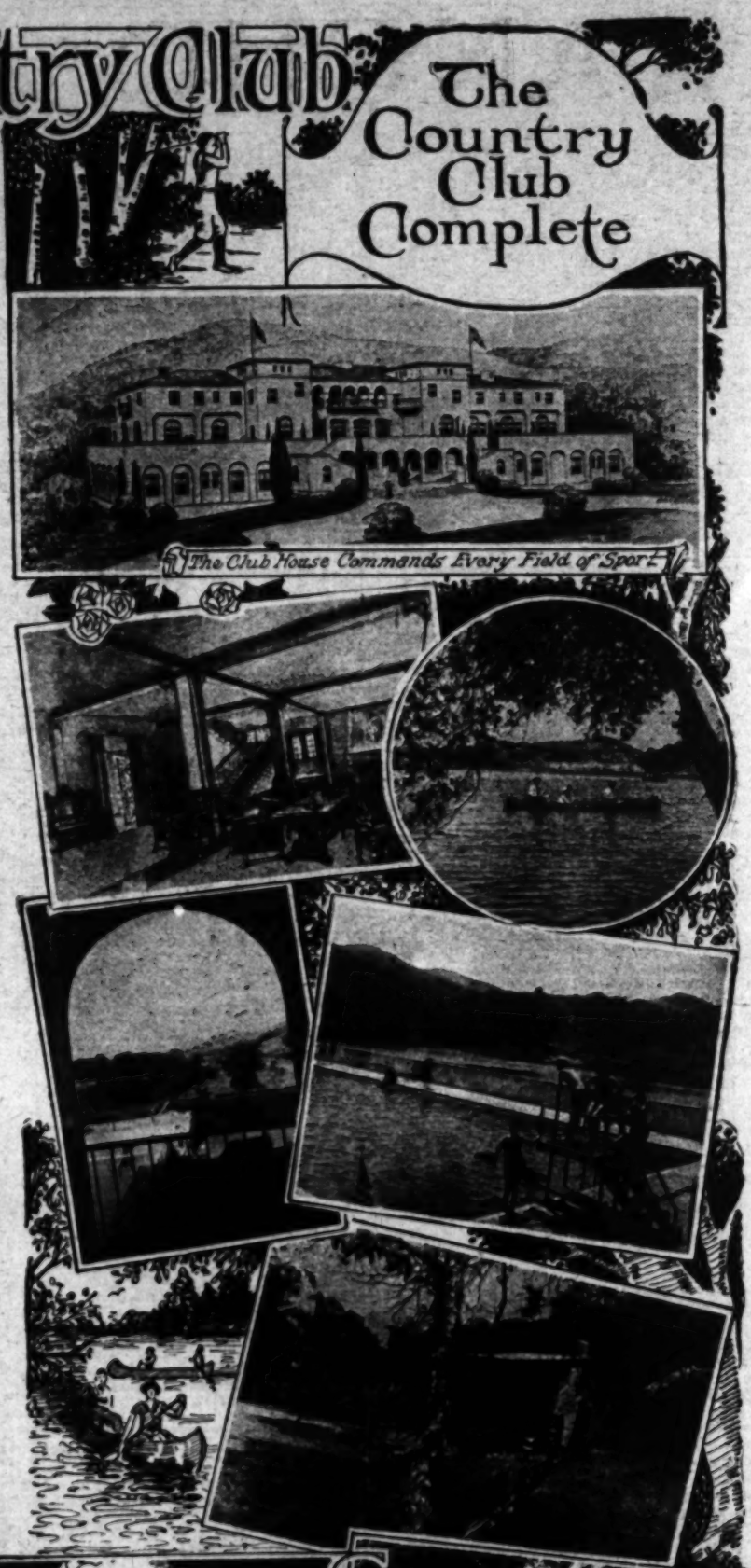
Of vital interest to sportsmen members of the club is the decision of members of the Los Angeles Rifle and Revolver Association to encourage in every way possible the best possible development of the rifle range of the Encino Country Club.

On Saturday, December 1, the Bowling Green of the club was opened, at which time the Bowling Green Association of Southern California was entertained.

WELL-KNOWN MANAGER

One of the aims of Manager George W. Blanchard in the operation of the club house is to maintain a strictly high class catering department, and to this end, no expense has been spared in providing the most efficient and modern equipment for this purpose.

With reference to the club house in its completeness in furnishings and decorations, it is something like stepping inside a palace. Here is found luxury, refinement and ease.



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—Gen. Harrison Gray Otis, founder of Los Angeles Times.

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REALTORS
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For Sale, Exchange, Wanted, To Let

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(Oldest real estate firm in Inglewood.)
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LOS ANGELES, CALIFORNIA

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FOR HOMES AND INCOME PROPERTY, phone 598-917. GRANT W. DAVIS CO., 4510 Hollywood Blvd. Member of L. A. Chamber of Commerce.

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THE SAN FERNANDO VALLEY
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For Sale, Exchange, Wanted

WANTED—EASTERN CITIES OR CORN LAND
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Buy and sell everything in Real Estate.

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When you arrive in Los Angeles, consult us for property in Walnut Park, Southgate and Huntington Park. Also acreages and ranchos.

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O. W. LOVAN
LICENSED REALTY BROKER
1219 DETWILER BLDG., LOS ANGELES
Can locate you on city or suburban property.

WANTED—REAL ESTATE—
Miscellaneous

I BUY, sell and exchange Los Angeles property. What have you? F. J. GEORGE, 405 Story Bldg.

REAL ESTATE—
For Exchange

FOR EXCHANGE—LOS ANGELES INCOME FOR EASTERN CITIES OR CORN LAND.
WM. H. VATCHER & CO.
616 PACIFIC FINANCE BLDG.
PHONE 872-130

EXCHANGING: What have you to trade for Los Angeles property? Describe fully.
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Of Many Kinds

EXCLUSIVE BUSINESS BROKERS

We are possibly the only business brokers in Los Angeles who handl exclusively the highest class RETAIL and MANUFACTURING BUSINESSES. We have been in the same location for over TEN YEARS. WE WANT TO MEET YOU WHEN YOU COME TO CALIFORNIA.

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Send for Los Angeles Times

PRIZE COOK BOOK

One of the most practical, useful and novel cook books ever published. Over 7000 of the best cooks in Southern California submitted the recipes in a competition from which the contents of the book were compiled.

Directions are given in simple language, every recipe has been tested and proved in the laboratory-kitchen of Chef A. L. Wyman. It covers all branches of cooking from salads to desserts, with a special chapter on the Spanish and Mexican dishes which have brought fame to Southern California, some of which have been handed down for generations and never before were made public.

340 pages—over 2000 recipes—bound in stiff board covers. You can use a new recipe every day for six years without exhausting its suggestions.

Price 75c at The Times main or branch offices, or mailed postpaid as follows: Anywhere in California, 75c; postpaid outside the State, 85c.

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Tear this out; write your name and address on separate sheet; send with proper payment to Los Angeles Times, Broadway and First, Los Angeles, California.

LOS ANGELES TIMES.
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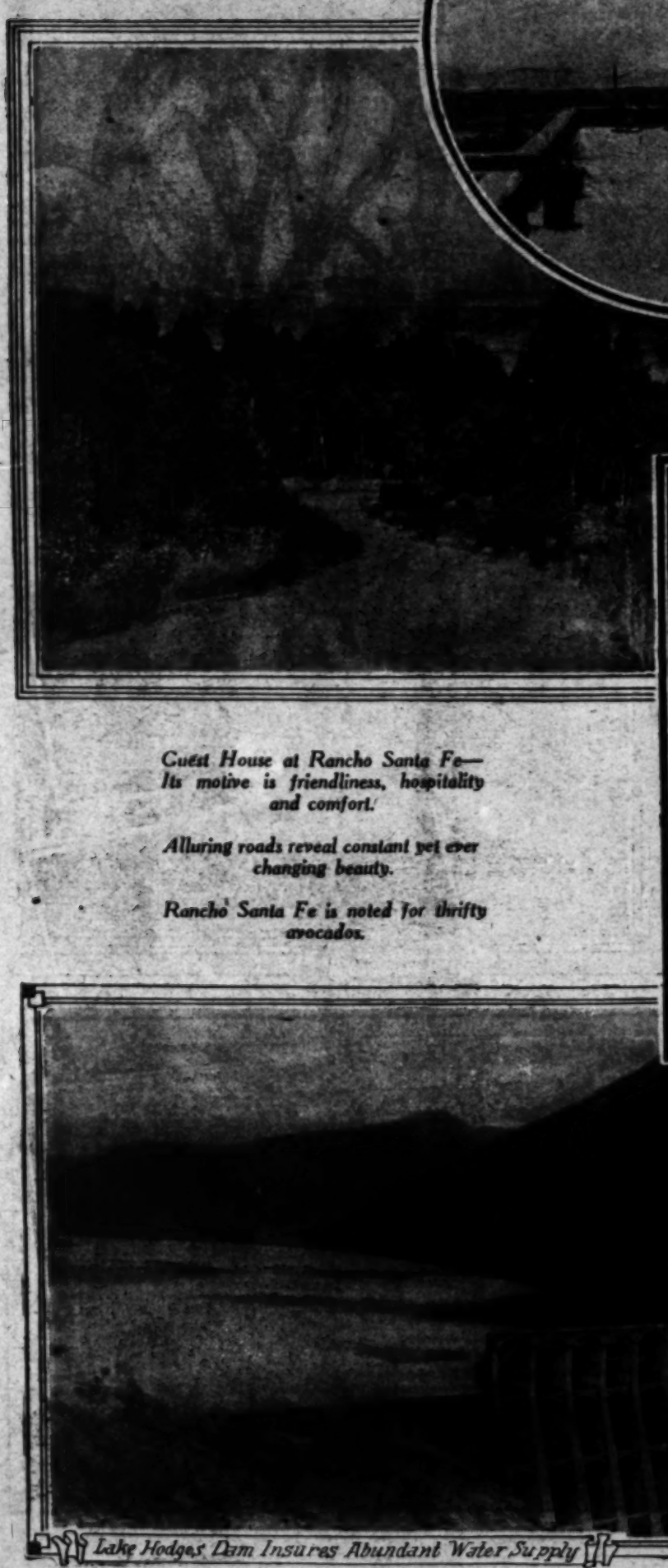
Please send me a copy of the 340-page TIMES Prize Cook Book, postage prepaid. (If the address is in California, enclose 75c. For points outside California, enclose 85c.)

RANCHO SANTA FE



Guest House at Rancho Santa Fe—Its motive is friendliness, hospitality and comfort.

Alluring roads reveal constant yet ever changing beauty.

Rancho Santa Fe is noted for thrifty avocados.

Lake Hodges Dam Insures Abundant Water Supply

WHEN the Franciscan fathers landed in San Diego and established the first California mission, the romantic history of this State began. Their vision, faith and courage have been justified. Following the padres came, among others, Don Juan Mario Osuna, soldier of fortune and first alcalde of San Diego. In quest of a lovely and fertile region he chose for his land grant a park-like area of 9000 acres lying thirty miles to the north on the original highway between San Diego and Los Angeles. There he built an adobe manor house, which still stands, in the shade of giant pepper trees. And so began the adventure and romance, the building and planting of Rancho Santa Fe. After many years the estate was acquired by the Santa Fe Land Improvement Company, a subsidiary of the railway. Here was a region that the coming of countless thousands to the West and the continuous march of development had not robbed of its Spanish atmosphere. With vision beyond that of many great business concerns the new owners recognized the opportunity to convert the virgin range into a beautiful, dignified and prosperous community. Once more water, the magic key, unlocked the treasure box of long-slumbering resources. For there between sheer walls of a deep canyon, in the mountains behind, an imprisoned lake now holds an unfailing store of water. New homes, new towns, new wealth always follow its life-giving touch. Already Nature had blessed this beautiful country lying between the mountains and the sea. Its fragrant valleys knew no winter chill and sun-seeking fruits of the subtropics flourish in the constant warmth of fertile slopes. The possibilities of development were studied. After deciding upon a plan the company had experts—qualified architects, landscape, soil, irrigation and other experts—devote over a year of comprehensive study before final plans were approved. The maximum production of citrus, avocado and other profitable fruits was the factor inspiring the great investment required to prepare this complete project. First came the division of the area into some 400 units, ranging from five to forty acres, each of which offers an attractive building site. Next a system of graceful roads was laid out. Then a complete irrigation system installed. By soil analysis, growing experiments and temperature records, it was possible to determine just what every acre might produce. Building on the solid foundation of profitable production from the soil and operated under a distinctive plan offering safety for investment and expert assistance to the grower, it has already attracted hundreds of home-seekers. With the practical appeal is linked the call of desirable environment and assurance of harmonious beauty. It is to this end that the Spanish atmosphere has been impressively preserved. Civic center buildings are designed and constructed to endure in beauty for generations. Attractive homes are already building. Governing all there are wise restrictions to protect and enhance the value of Nature's bounty and man's intelligence. The ultimate aim is to create fifteen square miles of unmarred beauty—scenic surroundings of unsurpassed loveliness, with not a discordant note in landscape or architecture. From its modern irrigation system of concrete and steel to the last refinement in landscape and architecture, every service is provided for the demands of culture and for the commercial success of the home owners.

Rancho Santa Fe stands as a monument to California's historic past, a vision of her splendid future.

The vision and the strength of a great railway organization are combined at Rancho Santa Fe to create a community unequalled in the world for security, prosperity and delightful environment.

Send for the story, "CALIFORNIA, Yesterday—Today"

L. G. SINNARD,
Manager, Rancho Santa Fe,
Del Mar, San Diego County,
California

A. B. HARLAN,
407-8 Security Building,
Fifth and Spring Sts.
Los Angeles,
California

Advertisements—Business Announcements, Enterprises, Real Estate, Commerce.

[Under this general heading appear on this and succeeding pages of the Midwinter Number various authorized business announcements, together with descriptions of industrial and building enterprises, the nature and responsibility for which are shown in the notices themselves.]

Smith Booth Usher Company

THE present firm of Smith Booth Usher Co. came into being in 1907 when Harry P. Usher, President and Managing Director of the present firm, acquired an interest in the S. J. Smith Machinery Co., consolidating the firm of L. Booth & Sons with the S. J. Smith Machinery Co., whose principal business was that of selling and installing pumps, engines, windmills, etc. Mr. Usher was previous to this time treasurer and business manager of the Goulds Mfg. Co., builders of pumps, at Seneca Falls, N. Y.

Mr. S. J. Smith, in 1892, located in Orange and engaged in the business of selling and erecting windmills and pumping plants, doing repair work, etc. A little later he opened a store on East Fourth street, Los Angeles. New lines were added, the business continued to increase and in 1900 moved to 129 N. Los Angeles street, where he did a thriving business. They now operated under the name of S. J. Smith Machinery Co., and in 1904 moved to South Los Angeles street where they continued until the consolidation.

After consolidation the business grew rapidly, so larger quarters being necessary the company moved to its present location, No. 228-238 Central avenue, a spacious building of three stories extending through the entire block, and provided with railroad facilities, large loading platform and yard. In the year 1919, the firm re-opened an office in San Francisco.

Smith Booth Usher Company are actually factory distributors of nationally known manufacturers of pumps, engines, motors, machine tools, wood-working machinery, construction equipment and supplies, each department being under the direction of a specialist in the line.

They are strong advocates of "open prices," being in fact the originators of this idea on the Pacific Coast, and this firm by real service makes friends of customers.

If you couldn't get Cement

Most of the country's construction projects, large and small, would quickly stop if you couldn't get cement.

Most work could not even start without cement for foundations.

With this in mind let's see where the cement industry stands today.

The cement mills in Southern California can produce more than twice as much cement now as was the case in 1920. There was a local shortage in the spring of this year, but since that time all the mills have increased capacity. The most notable increase came about with the purchase by the Riverside Portland Cement Company of the Golden State Portland Cement Company's plant and deposits of raw materials at Oro Grande, where Bear brand cement has been made. Since the purchase, construction work has been carried on very rapidly to give the Riverside Company a total output from its two mills of 12,000 barrels each day, a volume considerably greater than was necessary to care for the increased demand.

Last year the United States as a whole used over 460,000,000 sacks of Portland cement. Capacity to manufacture was nearly 600,000,000 sacks.

Cement cannot be made everywhere, because raw materials of the necessary chemical composition are not found in sufficient quantities everywhere.

It is now manufactured, however, in twenty-seven States, and there are 117 plants—some one or more within easy shipping distance of nearly every part of the country.

Conservative estimates place the capital invested in the cement industry at $300,000,000, and value of output for the last five years at $860,000,000.

Capital requirements are large—turnover is slow—on an average less than three times in five years.

Providing an adequate cement supply has involved a good deal in costly experience.

One hundred and fifty-nine cement plants have been built, most of them in the last twenty-five years—166 others went through some stage of construction or financing; only 117 have survived the financial, operating and marketing hazards of that period.

The capacity of these plants is 30 per cent greater than the record year's demand.

MILLER BOX MANUFACTURING COMPANY.

Miller Box Manufacturing Company doubled its capacity during the past year and is manufacturing flooring, siding, inside finish, rough lumber and all kinds of boxes and box shook.

During the past year, the company added another lumber yard covering three acres of ground in addition to the planing mill and box factory.

In order to assist the home builder a free plan bureau has been installed in charge of an experienced architect, who was formerly employed by Thomas Edison.

This bureau offers advice, suggestions, rough drawings and such other assistance as is incidental to the building industry. This service is absolutely free and the Miller Box Manufacturing Company urges prospective builders to take advantage of this service, as it incurs no obligations on their part, whatsoever.

AUTOMOBILE CLUB OF SOUTHERN CALIFORNIA

Service to its members developed to the highest possible degree is the principle underlying the activities of the Automobile Club of Southern California, which is the largest motoring organization in the world. With headquarters in Los Angeles at Adams and Figueroa streets and branch offices in twenty-nine other centers in Southern California the Club has extended its scope of service to meet every requirement of its members and it also acts as host to tens of thousands of visiting motorists by providing them information before they start and by helping them in a practical way after they arrive.

Insurance to members at cost is one of the most important activities of the Club.

Sign posting by the Club has been on an extensive scale and is highly commended by California motorists and by motorists from other States. Approximately 100,000 signs have been erected on the highways.

Touring information is furnished free. Millions of maps are given each year to motorists and many thousands of inquiries coming from all States of the Union are answered. The theft bureau of the club has been an effective agency in preventing thefts and in recovering stolen cars. The Club also maintains a legal department, an automobile forwarding department and an outing bureau.

LANDS

Alfalfa, Dairy, Stock Ranches
Vineyards and Vineyard Lands
Suburban Homes

SPECIALIZING ON
Chino Ranch
San Joaquin Valley
San Fernando Valley
Owens Valley

MANAGEMENT OF RANCHES FOR NON-RESIDENTS

Campbell-Joralmon Co.
WASHINGTON BUILDING
LOS ANGELES
Phone 975-981

GOUDGE, ROBINSON & HUGHES

Specializing in corporation, banking, insurance, commercial and water rights law the firm of Goudge, Robinson and Hughes is one of the leading legal partnerships in Los Angeles. Herbert J. Goudge, senior member, has been a resident of this city since 1896. For five years he was assistant city attorney of Los Angeles. Mr. Robinson has also held numerous public legal appointments. Mr. Edgar F. Hughes has acted as counsel in litigation involving Tidelands, Spanish Grants and liabilities and duties of banks.

Much of the important litigation in this county involving the subjects in which this firm specializes has been conducted under direction of members of Goudge, Robinson and Hughes. Each member of the firm is a practitioner of long standing before local and Federal courts. Offices of the firm are Suite 622 C. C. Chapman Building.

King Machine and Manufacturing Company

Covering better than a quarter of an acre of ground space in East Thirty-second street, with general offices at 1171, the King Machine and Manufacturing Company designs and constructs special machinery of every character. This institution which was established in 1910 is conducted entirely under the direct supervision of Mr. F. R. Galbreath, its actual owner.

This institution has kept steady pace with the growth of Los Angeles and enlargements have frequently been made to accommodate the work of Public Utility Corporations to which it caters for general jobbing work.

Competent engineers are constantly on duty at the King Machine and Manufacturing Company plant and it would be a very difficult matter to enumerate the numerous larger projects requiring special jobbing work in which the institution has not contributed its full share over Southern California.

One of the specialties of the institution is heavy boring mill and planer work. Here also are made the Johnston Water Pump and the Stebbins Dry Ore Concentrators. The making company has nothing, however, to do with the selling ends of either latter-named products.

California Incense

ORANGE BLOSSOM - MIXED LEAVES - LOTUS

BY MAIL
Prepaid
3 Boxes, $1.00

Do you want to have the wonderful aroma of the world-famous California Incense in your home? You can have it. The burning of fragrant incense is an ancient Oriental custom which has become very popular in America. In the home its fragrance suggests purity and luxury and in the apartment it dispels the odor of cooking. In the sick room it refreshes and soothes. Its charm is fascinating. Burn a stick a day and keep the blues away! Just clip out this advertisement and pin a dollar bill to it and send your name and address inclosed. We will send you by Parcel Post, prepaid, 3 boxes of Incense—Orange Blossom, Mixed Leaves and Lotus. DO IT NOW.

REFERENCE, ANY LOS ANGELES BANK.

J. H. Minassian & Co.
1500 West Seventh Street, Los Angeles

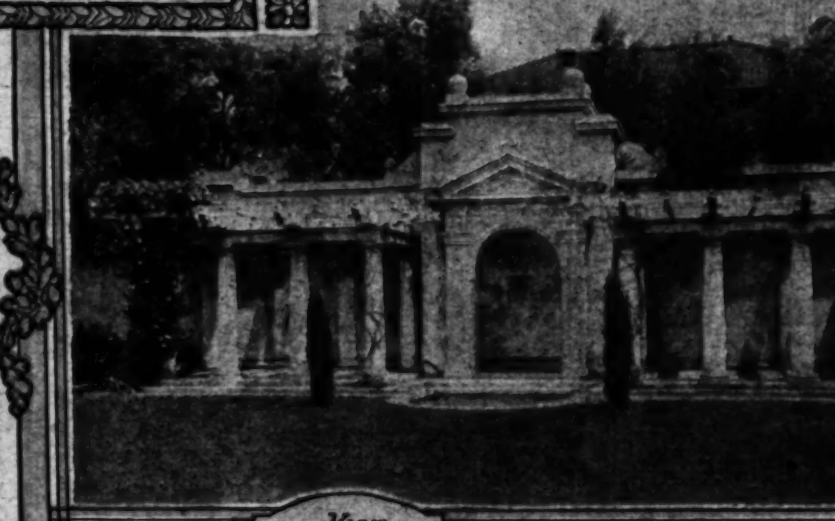
Marshallia

Home of E. J. Marshall in Pasadena, where Beauty, Artistry, Refinement and Personality are Harmoniously Blended

Marshallia named for Humphrey Marshall, the first great botanist of America

The Terrace

The Entrance.



View from the Entrance

The Corridor

The Living room

ena.

The Swimming Pool

The Breakfast Room

The Loggia

The Fish Pond

The Library

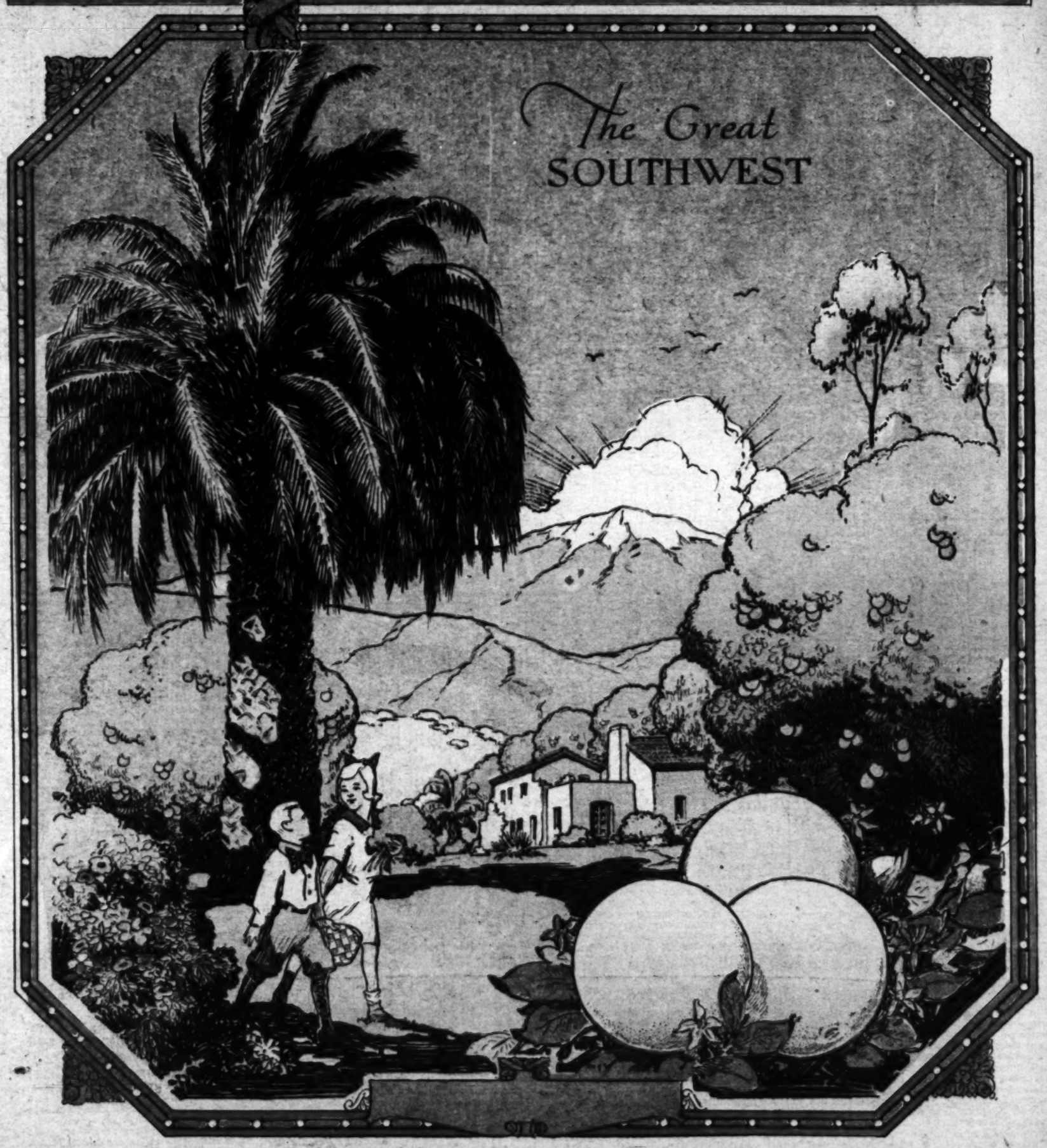
In the Garden

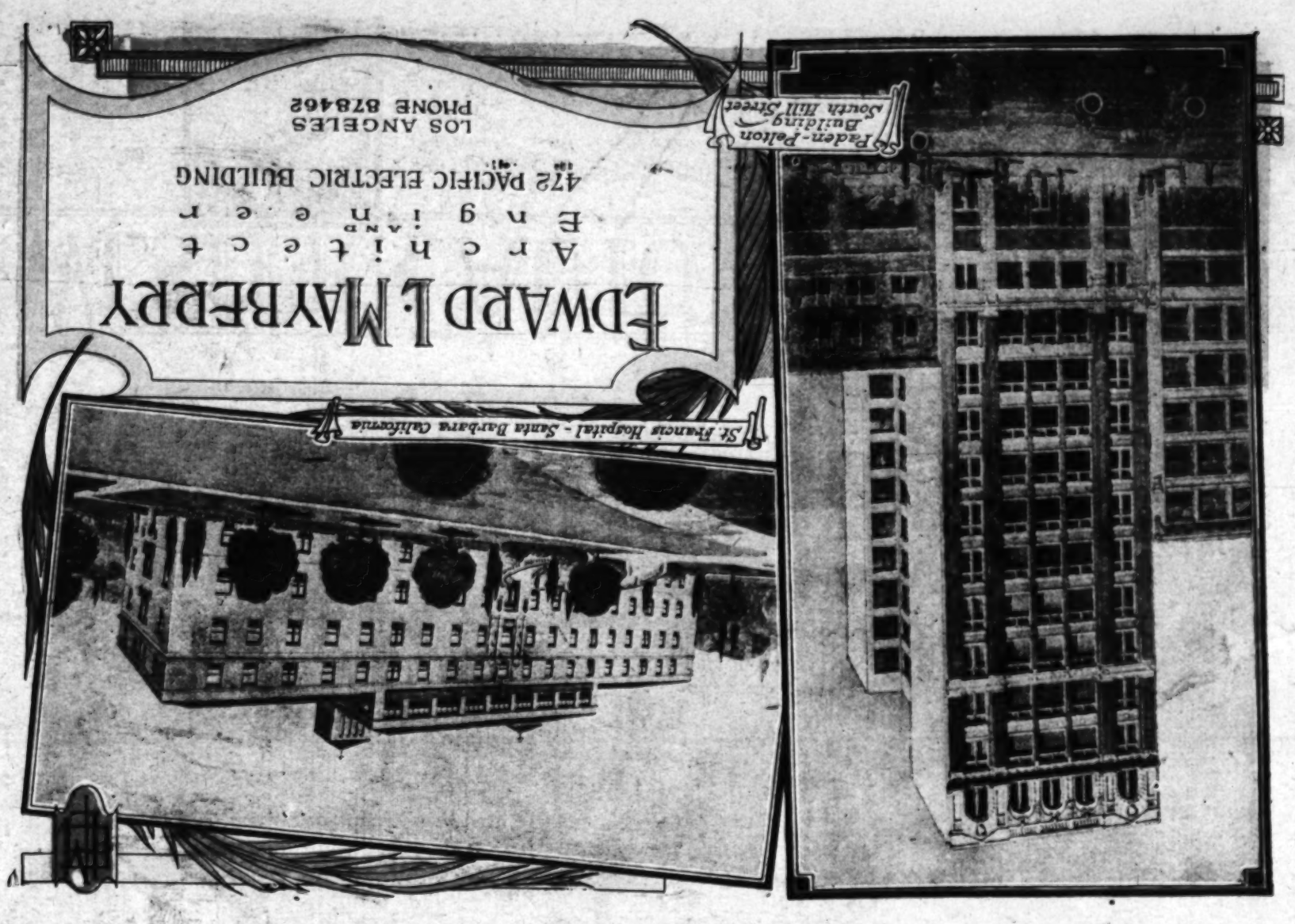
Marshall's
Home of E. J. Marshall in Pasadena,
where Beauty, Artistry,
Refinement and Personality

Los Angeles Times

Annual Midwinter Number

Part IV January 1st 1924. Price 15 cents

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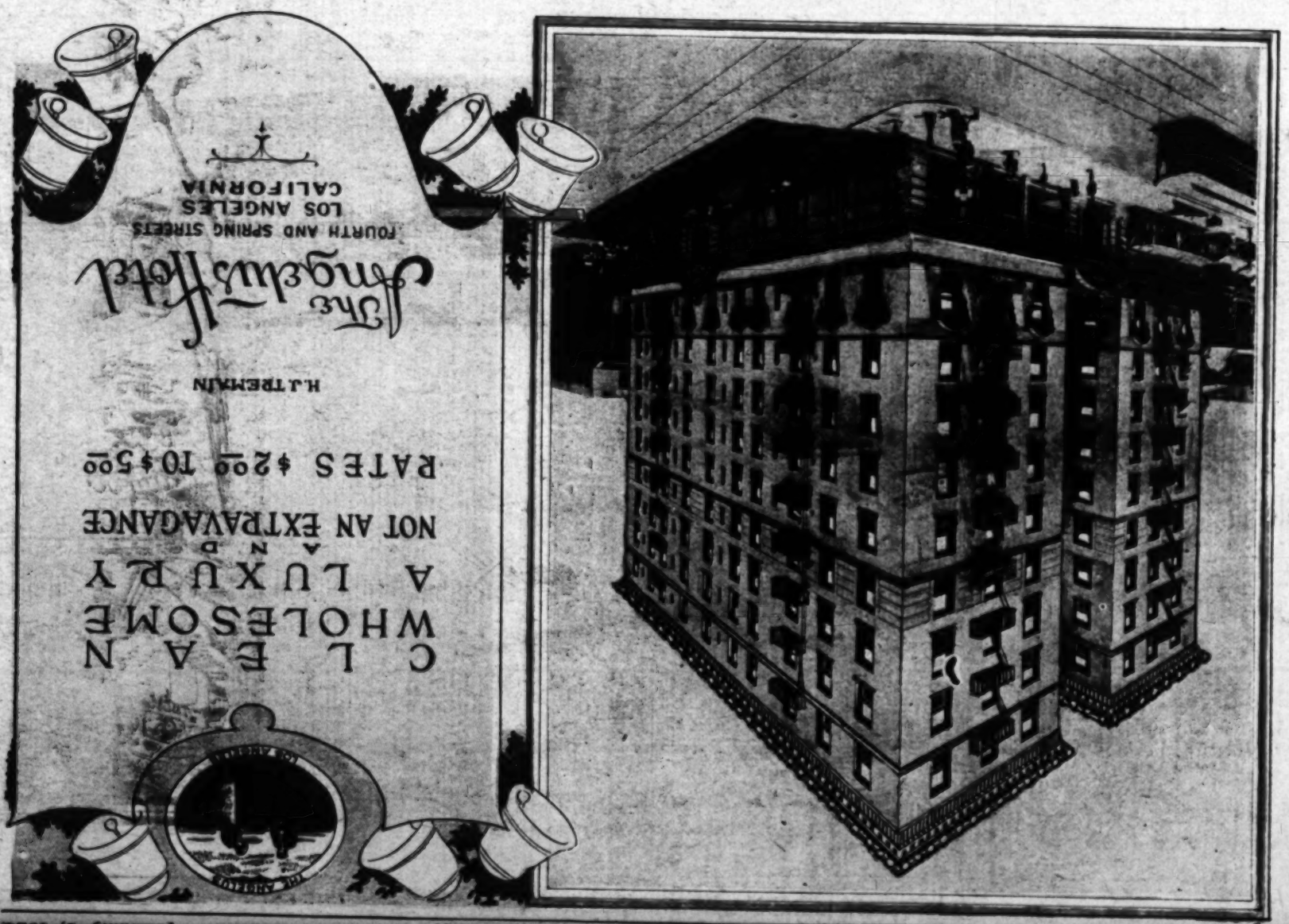
Architect
AND
Engineer
472 PACIFIC ELECTRIC BUILDING
LOS ANGELES
PHONE 878462
St Francis Hospital - Santa Barbara California
Paden-Pelton
Building
South Hill Street


The Angelus Hotel
FOURTH AND SPRING STREETS
LOS ANGELES
CALIFORNIA
H.J.TREMAIN
RATES $2.00 TO $5.00
A LUXURY
AND
WHOLESOME
CLEAN
NOT AN EXTRAVAGANCE

Los Angeles County---A Fast-Growing Empire

LOS ANGELES COUNTY is in reality an empire. Within its boundaries there exists a range of natural advantages difficult of conception.

In 1922 Los Angeles county was the leading county of the United States in soil production. In 1923 it occupied the same position. In addition it has come to be known as the leading petroleum center of the country. Urban growth and industrial achievement have kept pace with the remarkable achievements in the fields of agriculture, horticulture and oil, and today more than one-third the total wealth of the State of California is centered in Los Angeles county.

But it is not alone in the material things that Los Angeles county excels. From the mountains to the sea, there is presented a diversity of scenic beauty difficult to picture with words. Its mountains, canyons and beaches offer unlimited opportunities for pleasure and recreation. Climatic conditions are ideal. The mean temperature is about 62 degrees. In winter one may travel from snow-capped mountain peaks to warm beaches in a few hours.

Taxation figures for 1923 show that the total value of all property in the county is now $1,958,577,160. As this represents about one-half the actual valuation—property is taxed at 50 per cent of full value—it can be seen that the county's resources today are approximately $4,000,000,000. This amount exceeds the combined wealth of the nine counties surrounding San Francisco Bay, that of many States of the Union, and, as before stated, is approximately one-third the total wealth of California.

Tax figures also show that real estate values of the county now total $881,022,995. Improvements add $442,598,060 to this amount, while personal property increases it by more than $330,000,000. In money and solvent credits, Los Angeles county is shown to possess $40,299,115, or nearly two-thirds of the State's total.

As to the continued supremacy of Los Angeles county in the fields of agriculture and horticulture, it is a remarkable fact that, although this leadership has been maintained, thousands of acres of irrigated land were lost to production during the past year because of the rapidity of urban growth. The onward march of the cities of Los Angeles county was so pronounced during 1923 that approximately 40,000 acres of land, devoted to agriculture in 1922, were diverted to city purposes during the past year. Thus the ranches of a year past are the suburban portions of cities today.

The improved farm acreage at present is 420,000 acres, of which 190,000 acres are under irrigation. More than 10,000 acres were reclaimed during the past year, while the total acreage of agricultural lands of all kinds within the county is at present 882,333 acres.

The total value of agricultural and horticultural crops for 1923 will exceed $60,000,000. The citrus crop alone is expected to be 20 per cent greater than in 1922, while increased outputs will be recorded in other fruits. The county leads all others of the nation in the number of soil products and is first in the value of acre production. Its annual dairy production for the year will exceed $7,000,000, poultry will yield about the same amount, and live stock is expected to reach the $4,000,000 mark.

Remarkable as has been the achievements in the fields of agriculture and horticulture, the rapid advance of Los Angeles county as an oil-producing center has held the eyes of the nation during the past year. During the first eight months of the past year, fields within the boundaries of Los Angeles county produced more than 50 per cent of the total oil production of the State of California. California produces annually about one-third of the nation's output and a fifth of the world's supply of petroleum. Six fields within the county limits produced 95,441,484 barrels during the first eight months of 1923, and the figures show an increase each month. Hand in hand with the development of oil lands has gone the installation of facilities for the refinement and distribution of petroleum products and today there stands in the vicinity of Los Angeles Harbor thousands of storage tanks. Two of the largest producing fields in the world—the Signal Hill district of Long Beach and Santa Fe Springs—are located in Los Angeles county.

The development of highways in the county is one of the great fundamental reasons for its riches and prosperity.

Outside of the corporate limits of the cities of the county there are 440.98 miles of paved highway. Added to this mileage of surfaced roadways are 3600 miles of secondary roads, roads graded and, in many instances, graveled. It cost the county $1,693,200 to keep these highways in repair last year.

Last year the county spent $1,432,678 for the upkeep and maintenance of hospitals within its borders. On its County Farm it spent more than $500,000. More than $11,000 was expended on other charities. For the relief of the blind, $24,420 was contributed.

Los Angeles has invested in county buildings approximately $6,000,000. This does not include the new Hall of Justice, now under construction, which, when finished, is expected to cost approximately $4,000,000. Due to the rapid growth of the county and its manifold activities, buildings erected ten years ago in the belief that they would take care of the needs of the county for at least a half century are today overcrowded and plans are being made for the erection of larger structures. In conjunction with the city of Los Angeles a comprehensive plan for a civic center north of First street is being worked out by the county government, which when completed will give to the city and county an imposing array of public buildings.

The population of the county is estimated at 1,400,000. That of the city of Los Angeles is placed at nearly 1,000,000. But the urban growth and advancement are not alone restricted to the city of Los Angeles. The growth of Long Beach during the past year has been nothing less than phenomenal. Pasadena, Glendale and numerous other municipalities of the county have also taken great forward strides in the matter of population. Back of this tremendous growth in numbers there is an attendant increase in the industrial and manufacturing fields, which is in keeping with the increase in population. The port of Los Angeles is now one of the great ports of the Pacific. Each month the number of vessels entering the harbor increases. Bank clearings leap upward daily. The cities of the county are noted for their home-building records. Skyscrapers by the score have been erected in Los Angeles and other cities of the county during the past year. The industrial, financial and manufacturing interests are keeping pace with the development of the natural facilities in Los Angeles county.

Pasadena

PASADENA, the Crown City of the West! If any city was ever blessed with an ideal location, climate and soil, that city is Pasadena. It is located in the heart of Los Angeles county, the richest in the State of California, and is but eleven miles northeast of the metropolis, the city of Los Angeles. It is 835 feet above sea level, in the shadow of the Sierra Madre Mountains, and is known far and wide for its charm and natural beauty. Pasadena is essentially a city of homes and is surrounded by great natural playgrounds of entrancing scenic beauty, easily accessible by paved roads or mountain trails.

While Pasadena is located in the citrus belt, it is also in the fertile San Gabriel Valley and but an hour's ride from any of the beaches of the Pacific. The climate is one of the chief attractions. Many people, in past years, have known Pasadena only as a winter resort, but the tide of thought is gradually changing and now more and more people are residing here the year 'round.

Pasadena is governed by a board of seven directors, elected by the people, and a City Manager, in whom the administrative power is vested. The assessed valuation of the city in 1922 was $104,249,745.

The rapid growth of the city has made necessary extensive improvements. There are over 180 miles of paved and improved streets in Pasadena and wonderful scenic boulevards surround and enter the city from all directions. These boulevards are beautifully shaded with many varieties of trees, several of tropical types, while the parkings are kept uniformly green and many decorated with flowers.

Pasadena is particularly fortunate in having many public parks. Ten parks exist, stretching over 1100 acres of land, both natural and cultivated. Brookside Park, in the Arroyo Seco, with its municipal plunges, open-air theater, tennis courts and picnic grounds, is enjoyed by thousands of people every year.

Virtually all parts of Pasadena are well served by Pacific Electric cars and motor busses. This railway also connects with the city of Los Angeles, numerous beaches and many neighboring towns. Three transcontinental railroads have stations in Pasadena, the Santa Fe, Southern Pacific and Union Pacific.

Building permits in 1922 totaled $9,412,480. The building activity in Pasadena is keeping pace with the rapidly increasing population, and homes are obtainable at all prices. During 1923 the building permits averaged $1,000,000 each month and the season total exceeded the $12,000,000 mark.

Educational facilities of Pasadena represent the highest standard of efficiency, its school buildings and instructors comparing favorably with those of larger cities. More than 500 teachers are employed. A large number of private schools also exist in this city. These include business colleges, finishing schools, military academies and two universities. California Institute of Technology, which is credited to be one of the best technical schools in the United States, is also located in Pasadena.

The Y.W.C.A. has a well-equipped building, just recently completed, while the Y.M.C.A. is housed in a beautiful home in the heart of the city. Pasadena's reading public is served by two local daily papers, as well as a number of metropolitan newspapers. The public library is located in Library Park, and is an institution of which any city could well be proud.

Pasadena's Community Playhouse Association is by far one of the most interesting community enterprises to be found anywhere. It is one of the unique attractions of the city, and thousands of tourists are delighted each season with the splendid dramatic productions rendered by the Community Players, all of whom are amateurs and volunteers. They work merely for the love of the art. The association is a non-profit organization and aims to foster educational recreation for children, as well as grown-ups. There are also a number of picture-houses and playhouses of the highest standard.

There are no hotels in the country more beautiful, more up-to-date, and more pleasing than the Green, Huntington, Maryland, Raymond and Vista del Arroyo. There are also a large number of smaller and less-expensive hotels, as well as rooming-houses and apartments.

Pasadena has seventy-seven churches, covering all the leading denominations. The newcomer is always given a hearty welcome.

The Colorado-street bridge, a structure of imposing beauty and one of the wonders of the West, is another point of interest well worth seeing. This bridge is 1470 feet long and its highest arch is 140 feet. A single span in this wonderful concrete bridge is 233 feet long.

The Chamber of Commerce, officially designated as the Chamber of Commerce and Civic Association of Pasadena, is modern in every respect. It is housed in beautiful and spacious quarters. It affords a common meeting place for all the civic activities of the city. Pasadena has great civic pride, and, through the Chamber of Commerce, it is building a bigger and better city through co-operation.

Plans for the city's Jubilee Year, 1924, were worked out many months ago, and now everything is in readiness to celebrate Pasadena's fiftieth anniversary. Scores of conventions and many of the national organizations have been invited and will convene in this city during the year. Royal entertainment will be accorded to all visiting bodies.

A city-planning commission is now at work on an elaborate and extensive city plan. The nucleus of this plan is a large civic center, comprising a city hall, library and municipal auditorium. The location of these buildings has already been determined, and $3,500,000 in bonds has already been voted for acquiring the lands and erecting the buildings. The complete plan of the city will involve boulevards, parks and a scheme of general beautification. With this plan carried out, Pasadena will undoubtedly be one of the most beautiful cities in the country.

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South Pasadena

SOUTH PASADENA is happily situated midway between Pasadena and Los Angeles, where it enjoys a heavy influx of travel from both directions. South Pasadena has long been known for her civic pride, and with co-operation has developed a city of beautiful homes. Although a number of mercantile establishments are operating in this city, the greater part is taken up by residences.

During the past twelve months, South Pasadena has witnessed a wonderful building boom, and all records established in previous years have been eclipsed. In 1923 the building totals more than doubled the amount of building recorded in 1922. In 1922 building permits amounted to $1,587,196, while in 1923 more than $2,500,000 was realized.

Just recently a new sewer system was installed in the extreme south of the city. This section has been without needed facilities for some time, but now with the new equipment installed an immediate property boom was realized.

Another big improvement made by the city in recent months was the erection of a 7,000,000-gallon water reservoir on the east side of Raymond Hill. The reservoir takes care of the water from all the new wells and water-bearing property recently purchased from San Gabriel. This new water container practically solves South Pasadena's water problem of supply for many years to come.

Business activities have kept pace with the rapid increase in home building. During the year thirteen business houses were completed and twenty-nine storerooms added. At the present time twelve more buildings of considerable size are under construction.

Of considerable importance to motorists and residents of the west section of the city, is the plan of the City Council to straighten Meridian avenue and thereby add another artery from Huntington Drive to Pasadena. Two other through streets, Fair Oaks avenue and Fremont avenue, are used heavily.

The development of the Arroyo Seco at the south end has been carried out with marked success. Some time ago the city voted a large bond issue for the purpose of buying this land and converting it into a public park.

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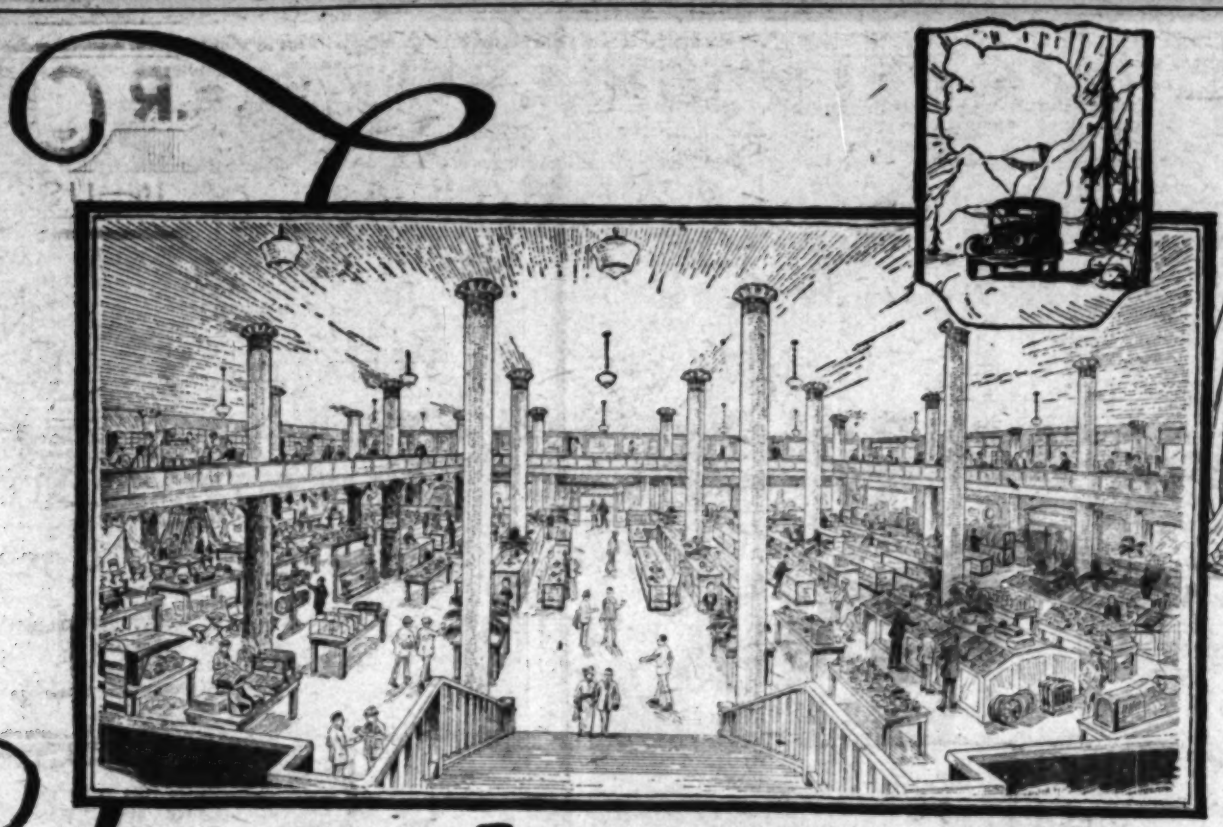
Altadena

ALTADENA is a picturesque little community peacefully resting on the gradual slopes from the foot of the Sierra Madre Mountains to the northern boundary of Pasadena. High, healthful and homelike; such is Altadena. Homes, large and palatial, small and cozy, homes of every size and description are the outstanding features of this hillside community.

Although Altadena is not an incorporated city, it is alive with active organizations, all striving with but one object in view—that of perfecting their neighborhood. Civic pride predominates in Altadena. A movement is now under way to annex this beau-



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~take along WESTERN AUTO equipment

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7 Stores in Colorado
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1 Store in Arizona
1 Store in Idaho

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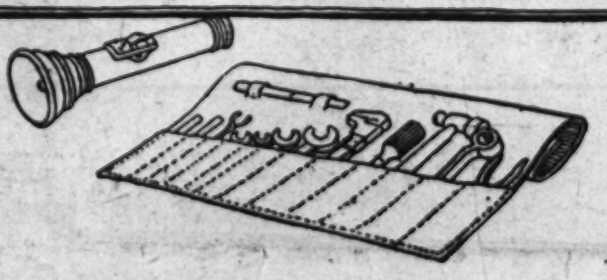
The LOS ANGELES STORE at 11th and Grand is the finest auto accessory building in the world. About two acres of floor space are devoted to motor needs. Only service, dependability and fair pricing could have built such an institution!



Los Angeles County---A Fast-Growing Empire

LOS ANGELES COUNTY is in reality an empire. Within its boundaries there exists a range of natural advantages difficult of conception.

In 1922 Los Angeles county was the leading county of the United States in soil production. In 1923 it occupied the same position. In addition it has come to be known as the leading petroleum center of the country. Urban growth and industrial the rapid advance of Los Angeles county as an oil-producing center has held the eyes of the nation during the past year. During the first eight months of the past year, fields within the boundaries of Los Angeles county produced more than 50 per cent of the total oil production of the State of California. California produces annually about one-third of the nation's output and a fifth of the world's supply of petroleum. Six fields within the county

tiful section of homes to the city of Pasadena.

Pretty little ranches and grape vineyards also exist in Altadena. A branch postoffice, a bank and a group of stores comprise a thriving business section.

Development of the water supply by the three water companies serving the public has been done on a large scale. Several new wells in the Arroyo Seco are adding to the supply. Mountain water from Rubio Canyon and other sources is used. Rain is very plentiful and the soil fertile.

A number of worthy institutions are located in the community. The La Vina Home for Disabled World War Veterans and a Children's Preventorium, erected by wealthy citizens for the care of undernourished children, are both located in the healthy resort.

The Pasadena Golf Club, with a fine course on which numerous improvements are made each year, is situated in Altadena. This club was formerly known as the Altadena Country Club.

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Lamanda Park

LAMANDA PARK, the hub of a great wheel of progress. Lamanda Park, the city of bright prospects. With a great wealth of transportation facilities, making it one of the most accessible cities in the valley, and being bounded on all sides by cities of considerable importance, Lamanda Park's future looms big. Lamanda Park is really a part of Pasadena, having annexed to that city during the past year. Gradually Pasadena is expanding to the east, and it will be but a short while before it will be impossible to determine the mythical dividing line.

Foremost in Lamanda Park's line of industries is the Sierra-Lamanda Citrus Association, which packs and ships oranges and lemons grown in near-by towns to all eastern points. Live organizations, such as an Improvement Association, Woman's Club and various church societies, are other spokes in Lamanda Park's great wheel of progress.

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Sierra Madre

NESTLING at the foot of the Sierra Madre Mountains lies the bustling city of Sierra Madre. Her population having grown in excess of 4000, this foothill community is making rapid strides in every department of civic development. More homes have been built this past year than ever before in its history, records show. In fact, building of all description has been carried on at a terrific rate, until the amount of permits nearly totals the half-million mark.

Significant of the city's growth was the springing up of a mammoth hotel at an approximate cost of $100,000, and an entire new business block of a dozen stores.

The Chamber of Commerce of this city is very active and has accomplished a number of feats considered quite remarkable for its size. The passing of a bond issue for the purpose of creating a $30,000 city park, the erection of a community house and installation of a flood lighting system are some of the projects put over by this organization.

Passing of a zoning ordinance was another event of considerable importance to the city. Under the terms of this ordinance, tubercular sanatoriums are restricted to a certain isolated zone. It also regulates business and residential districts.

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La Canada

LA CANADA, a city of beautiful homes, is located twelve miles north of Los Angeles and three miles west of Pasadena. It is a typical residential community, differing only in that the classes of homes are all nearly the same. Few homes in the district have been built that cost less than $25,000, and most all are of the model bungalow type.

With the development of the Flintridge Country Club, located in the limits of La Canada, more homes are rising with astounding rapidity. Natural beauty is featured here. Residents pride themselves upon living in a community where the natural beauty has not been spoiled with massive apartment-houses or large manufacturing concerns. It is purely a residential city.

During recent months the public schools were completely remodeled and additions made to accommodate the increased attendance. There are a few stores and a number of garages in the La Canada bounds.

Perhaps the greatest improvement realized during the last twelve months was the building of lateral boulevards. All transportation in La Canada is by automobile, and therefore numerous scenc boulevards running in all directions have been made.

A new church, the Congregational Community, is now under construction, and when built will have cost approximately $60,000. A community center furnishes entertainment for La Canada citizens during the week.

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Mt. Wilson

MT. WILSON is a rendezvous for pleasure-seekers and a mecca for the world's greatest scientists and astronomers. Upon this famous mountain is located the great Carnegie Solar Observatory, which holds the largest and most powerful telescope in the world. It measures 100 inches in diameter and is housed in a massive white dome. Here scientists from every country in the world gather to study various phases of their profession.

During the recent eclipse of the sun, scientists stationed at the various instruments contained in the observatory took numerous spectrographs of the different changes of the sun and made observations that were valuable to the scientific world.

So important has Mt. Wilson become as a scientific center, that a branch called the Santa Barbara Street Laboratory of the Mt. Wilson Observatory has been erected in the city of Pasadena. Here at the foot of the mountain experimental work is done and a valuable library kept.

Dr. Walter S. Adams is now the director of the observatory. He succeeds Dr. George Ellery Hale in this position. Under the new director, the scientists have invented, designed and erected a giant apparatus for the sole purpose of viewing the sun's total eclipse. It is the only apparatus of its kind in the world.

The summit of Mt. Wilson may be reached either by automobile road or by trail. The toll road for automobiles starts at Northeast Altadena and winds up the mountain side a distance of eight miles. The trail for hikers and burros starts at Sierra Madre. Thousands of tourists make the trip each year. A large hotel accommodates the many guests at the top.

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Mt. Lowe

UP THE side of a mountain in a cog-wheel electric car. This is the ride thousands of tourists take each year when they visit the famous old Mt. Lowe. It has grown to be one of the most popular sightseeing trips in Southern California, as the summit is easily attained in Pacific Electric cars, as well as by a foot path.

Here on Mt. Lowe visitors may enjoy the rare California treat of snowballing in midwinter. Guests are entertained the year around at the unique Alpine Tavern, a short walking distance from where the electric cars stop. Burros may be taken to reach the tip-top of the peak, where a view of the entire Southland and Catalina Island may be enjoyed.

A powerful searchlight and telescope are mounted in the Mt. Lowe Observatory, and both night and day visitors may pick out various points in the valley below with one or the other of these instruments.

The ascent is made through the city of Pasadena and a climb through Rubio Canyon, another favorite spot for hikers. Here also is located the Boy Scout camp, created by Henry E. Huntington, Pasadena capitalist.

At the City's Gates

Glendale

AT THE lower end of the San Fernando Valley, nestling at the foot of the Verdugo Hills, lies Glendale. Mother Nature has with enthusiasm endowed the city. With a sky line of the stately Sierras standing sentinel on the east, the hills of Griffith Park on the west, the natural beauties are unexcelled. The skill of master workmen in architecture is combined with artistic gardening, and Glendale is a city of distinctive and beautiful homes.

Although only nine miles north of the business center of Los Angeles, and closely connected by social and commercial ties, Glendale is not officially a part thereof. The city has a commission form of government, with a City Manager and five Councilmen.

Primarily a home city for those whose business was in Los Angeles, the growth of Glendale has been phenomenal. Twelve years ago the population was 3000; it is now estimated at 42,000. New and thriving enterprises are added each month. The shops and markets equal those in much larger cities. There are more than sixty industries located here. A tract of land in the western section, adjacent to the Southern Pacific tracks, has been set aside for industrial purposes.

Glendale is easily accessible. There are two direct paved roads from Los Angeles and others through Hollywood and Pasadena. The Pacific Electric Railway maintains an excellent car service, and the main road of the Southern Pacific, from Los Angeles to San Francisco, passes through here.

With an average elevation of 540 feet, the climate of Glendale is typical of Southern California, where the soft sea breezes and the heat of the sun held in the hills create a clime unexcelled. The Glendale Sanitarium, which uses the methods of the Battle Creek institution, is one of the leading features of its kind in Southern California. The patronage has so increased that it has been necessary to purchase a large tract of land in the eastern foothill section of the city, and a new $1,000,000 institution is nearing completion. This sanitarium is maintained by the Seventh Day Adventists, as Glendale is the headquarters of the Pacific Union Conference of the Seventh Day Adventists.

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Inglewood

MORE than 90 per cent of the residents of Inglewood own their own homes. Located just eight miles from the center of Los Angeles, Inglewood is in the pathway of the building activities from the metropolis.

The main highways radiate in every direction from Inglewood, to the beaches, near-by cities and the mountains, and make this commercial center a "Hub City." On the main line of the Santa Fe Railway from Los Angeles to the Harbor, and served by the Pacific Electric and the Los Angeles Electric lines, the transportation facilities are excellent.

Half-way between Los Angeles and the sea, the location of this little city is ideal. Among a setting of flowers and trees, it is an ideal home spot. The city is justly proud of its water system, which is from pure springs and artesian wells, located on a tract of land comprising sixty acres, municipally owned. Plans are being formulated so that a portion of this land shall be improved for a public park.

Fraternal organizations, and nearly all churches, are represented here. The schools are especially good; there are two elementary grade schools and a high school, housed in modern buildings, with all up-to-date facilities.

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Eagle Rock

EAGLE ROCK is the youngest member of the growing family of Los Angeles, having been adopted by annexation May 17, 1923. Although now proud to be a thriving unit of the metropolis, she is succeeding in keeping her own identity—that of a delightful home community. In fact, her community slogan is, "Eagle Rock is Homeland."

Eagle Rock is situated in the foothills and lies between Glendale and Pasadena, eight miles northeast of The Times at First and Broadway. The foothill community is in the center of what was once known as the San Rafael Rancho. The old adobe ranch house, one of Southern California's famous landmarks, still stands.

Incorporated as a city March 1, 1911, with a population of 800, Eagle Rock today boasts 7500 citizens. The building permits for 1922, largely representing new homes, totaled $2,008,900—the largest per-capita growth for any city on the Pacific Coast. For the first nine months of 1923, the building activity approximated the total for 1922.

There are three elementary schools in Eagle Rock, with an enrollment exceeding 1100. Since annexation to Los Angeles, all of the city's splendid high schools have been made available to Eagle Rock students and direct connection with Franklin High School has been established by bus and street car. Plans for a junior high school are being formulated by the Eagle Rock Parent-Teachers' Association.

Occidental College, a Presbyterian educational institution of national standing, occupies a campus of 100 acres near Eagle Rock's southern limits. The college has an enrollment of approximately 550 students and is at present engaged in expanding its buildings and equipment.

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Compton

THREE years ago Compton was the center of the beet-growing industry, and truck farms, combined with chicken ranches. The population was 2000. It is now a city of homes, most of the residents are business men who live here and commute to Los Angeles and Long Beach. The population is estimated at 10,000.

The streets are well paved and there are eight boulevards which radiate from here, making the pleasures of the mountains and beaches easily accessible. It is ten miles from Los Angeles and the same distance from Long Beach, on the Pacific Electric line to beach cities. The car service is unsurpassed, with a fifteen-minute service on through trains.

The building permits for the year were close to $2,000,000, and many new business buildings, as well as residences, have been added during the year.

The industries are related to the oil fields, and there is a large tire-manufacturing concern and a glass factory located here.

Last year bonds were voted for a new grammar school building, and this building has been completed and was ready for the fall term of 1922. The grammar school enrollment in 1920 was 265; it is now 1350. The high school serves the district, pupils coming from nine adjacent towns, and its facilities and instructors are of the best in the Southland. The enrollment at the high school at the opening of the fall term was 1300.

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Watts

SELDOM does one find such adequate transportation facilities in a small city as are at Watts, the "Midland City," seven miles south of Los Angeles.

In the natural direct path of the industrial expansion of Los Angeles, it has a definite future as a manufacturing center.

Watts is an ideal homesite for the working-man, and more than 80 per cent of the residents own their own homes. The railroad facilities and the three adjacent boulevards bring the pleasures of city, mountain and beach within less than an hour's ride, either by train or automobile.

The schools of the town are excellent, the elementary schools occupying five buildings, to which during the past year have been added additional room and facilities. Watts is in the high school district of Compton.

The Carnegie Library occupies a modern and beautiful building, set among grounds with flowers and beautiful shrubbery, affording a place of rest and quiet, as well as educational advantages.

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Gardena

GARDENA is a community, ideally located, half-way between Los Angeles and the sea.

This community, part of which is the city of Los Angeles and part of the county, has a population of 8000. It is in the midst of the poultry-raising and truck-gardening district, many of the prize-winning fowls of the State being owned by Gardena residents. One of the largest hatcheries in the county is here. In the spring season, as many as 1500 day-old chicks are shipped per day by parcel post.

Two electric car lines serve the community, and it is adjacent to the Harbor Boulevard. Upon the completion of the paving of Vermont avenue, much of the traffic will be diverted through here.

The name of Gardena was derived from the strawberry gardens which, a few years ago, covered so many acres of the community. Much acreage is still devoted to the growth of strawberries and other truck gardening.

There is a pharmaceutical research laboratory of the wild plants of California located here. Shipment is made of medicinal plants and herbs, which are raised and propagated here, to all parts of the world. There are three banks which serve Gardena and the surrounding communities. Those residents who live across the line in the county have taxed themselves for ornamental street lights, and it is expected that the main business street will be lighted its entire length.

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Huntington Park

HUNTINGTON PARK has chosen a new slogan, "The City of Perfect Balance."

It is the center of a large manufacturing district; eighty-three industries are in the contributing district and twenty-three within the area of the city. It is a city surrounded by a fertile farming region, and the residents are home-loving, public-spirited citizens, a large per cent owning their own homes.

Five miles south of Los Angeles, and easily reached by two electric car lines and four bus lines, it is on the main highway to Long Beach from Los Angeles. This boulevard is 100 feet wide and is the main business street. For more than a mile in length, it is well lighted with ornamental lights. Modern, up-to-date buildings are occupied by merchants serving a trade of the surrounding community. All of the needed shops and markets are found here.

In 1920 Huntington Park had a population of 4513; now it is estimated at 15,000. All fraternal and civic organizations are well represented; the women's organizations have a definite part in the improvement of the civic life, as well as in the promotion of the social life of the community. There is an excellent Chamber of Commerce which has just completed a drive for new members, adding 225 to their number and doubling the budget for the ensuing year.

West Los Angeles

WEST LOS ANGELES DISTRICT, including Sawtelle, Westgate, Westwood, Soldiers' Home, Brentwood Park and Palms, is, without a doubt, one of the fastest growing and most thriving communities of Southern California. The remarkable progress recorded by this district during the past year is a silent, but much evident, tribute to the industry and enterprise of its citizens.

The district covers an area of approximately sixty square miles, more than six and one-half times the combined sizes of Venice and Santa Monica. Latest reports, based on school figures, postoffice receipts, and gas and water reports indicate that the population is in excess of 12,000.

At the present time, the district has one junior high school and three elementary schools. A $350,000 high school is to be built in the immediate future at the intersection of Texas and 114th avenues.

Sawtelle and vicinity claim the most equable climate in Southern California, and therefore in the world. It was because of the even temperature with which this vicinity is endowed that it was chosen by Uncle Sam as the site of the Soldiers' Home.

The district recently approved a bond issue of $250,000, which will make possible aqueduct water from the Owens River. The thirty-six-inch main which will carry this

LONG BEACH, CALIFORNIA - WONDER CITY

THE PLAYGROUND OF THE WORLD - THE HOME OF INDUSTRY

Birdseye View of Long Beach Showing its Marvellous Growth - In the Distance May Be Seen the Famous Long Beach Signal Hill Oil Fields

American Ave. Looking East From The Virginia Hotel Showing a Few of The New 12 Story Buildings Just Completed

Throngs in Surf at Long Beach Winter or Summer The Same

Playgrounds Bixby Park

Playgrounds Bixby Park

IN ITS LOCATION and its climate, Long Beach, California, has tremendous natural assets which were basic reasons for its prodigious growth. Its adjacency to one of the greatest harbors of the Pacific Coast and the discovery here of a most wonderful oil field have made it a commercial and industrial center of exceptional and growing importance. Its recreational and amusement attractiveness also is famous throughout the nation and beyond the seas, and, moreover, the spirit of its citizenry is such as to assure the continued eminent position of Long Beach as a residential city of refinement and charm.

It is, indeed, a city whose numerous and positive advantages establish beyond question the certainty of its uninterrupted march forward. How well founded is confidence in its future is grasped readily by even a casual survey of the following summary of the youthful city's marvelous progress:

POPULATION

1900 ..... 2,252 1910 ..... 17,809 1923 150,000

ASSESSED VALUATION

1900 ... $1,480,007 1910 .. $22,568,278 1922 ..... $115,927,560

BANK DEPOSITS

1900 ..... $118,042 1910 ... $1,274,225 1923 ..... $54,657,872.20

BANK CLEARINGS

1915 .. $26,418,091 1920 .. $161,927,950 1923 (to date) $316,525,036.35

OIL PRODUCTION

Oil discovered in 1921. Daily production at present about 210,000 bbls.

BUILDING

1910 ... $1,272,679 1920 .. $11,009,662 1923 (to date) $18,175,703

INDUSTRIAL INVESTMENTS

1900 ..... $25,000 1910 .... $100,000 1923 ..... $26,000,000

POSTAL RECEIPTS

1907 ..... $44,503 1917 ..... $131,858 1922 ..... $349,255

Fundamental causes of the popularity of Long Beach were its southern frontage upon a beautiful bay of the Pacific and its miles of bathing beach, and its climate, with its average temperature of 65 and 55 degrees in summer and winter, respectively. It has been said there was a solitary shepherd's hut here in 1880. Since 1900 the community has grown with an increasing velocity, as thousands upon thousands of delighted newcomers added their praises and induced still more thousands to come this way. Industrial and commercial development within Long Beach was unthought of until about 1906, when dredging of an inner harbor inside the city was begun. Shipbuilding became the city's first great industry and during the period of the war millions of dollars' worth of steel ships, passenger and freight vessels and United States submarines were constructed here.

The oil industry, which has brought about a tremendous transition on Signal Hill and made Long Beach famous throughout the country as a principal producing center of petroleum, came in the spring of 1921. The oil industry and allied activities are still growing swiftly. Already they have brought millions in wealth to residents of this community and the municipality itself is receiving an income of some $500,000 per year from oil production on city-owned land.

Millions have been spent in recent years on fine new schools, in response to the demands of a rapidly increasing population. About 17,000 pupils are enrolled in the public schools. Long Beach also is known as a city of churches. Many thousands of its citizens are members of its scores of church organizations, and numerous notable edifices adorn its streets.

Long Beach recently added to its recreational advantages through the purchase of a vast park which lies a short distance outside the city and will be improved handsomely. Bonds in the sum of $900,000 were voted for this purpose. The golden strand and the ocean surf constitute, of course, a famous "playground" for hundreds of thousands of men, women and children every year; and large sums of money have been expended in amusement enterprises along the Pike and the Silver Spray pier, where thrills galore await the fun seeker. Theaters offer the best in drama, vaudeville and pictures.

Long Beach has nearly 100 miles of paved streets and alleys. It is blessed with an abundant supply of healthful, soft, artesian water. Its climate, water, outdoor life and plentitude of fruits and vegetables, all conduce to make Long Beach famous for healthfulness.

It is a thriving business city, with big, modern stores, professional men and women of highest skill, a host of industrial establishments, wholesale houses and excellent transportation facilities, including the Union Pacific, Southern Pacific and Pacific Electric railroads and paved boulevards which lead in various directions.

Channels lying inside the city of Long Beach constitute an integral part of Los Angeles-Long Beach harbor, the greatest oil and lumber port of the United States.

Vast developments will be evolved here within the next few years and a tremendous manufacturing activity is forecast.

Long Beach harbor acreage is now being purchased at a consideration of $2,000,000 as a site for an immense steel concern which will spend millions here on the biggest industry of its kind in the whole Southwest.

The municipality is undertaking at this time additional harbor dredging that will cost several hundreds of thousands.

Building activity in Long Beach has been so great as to attract the notice of the entire country. For several years this city has been exceeded only by Los Angeles and San Francisco in the amount of its construction activity. One month recently, Long Beach ranked tenth in building among all the cities of the country.

Long Beach built more homes per each 10,000 of its population in 1922, than any other city in the United States.

All in all, it is a city of incalculable possibilities. Growing at the rate of thousands monthly, and with suburban communities developing briskly around it, Long Beach doubtless will attain and pass within a few years, the population estimates which have been predicted for it. Long Beach has a way of doing just that, namely, surpassing the most roseate prognostications of its heartiest "boosters."

Is there any wonder that its people have an absolute, unshakable and increasing faith in its future?

water to the district is now being laid from Stone Canyon.

Seven smooth, broad boulevards, among the best in the State, pass directly through the heart of the community. These boulevards are Beverly, San Vicente, Wilshire, Santa Monica, Pico, National and Sawtelle. Two more boulevards, Exposition Boulevard along the old Air Line, and Sepulveda Boulevard, connecting with the San Fernando Valley, are in prospect.

For Santa Monica Boulevard, an elaborate system of electric lighting, the same as was recently installed by the Palisades City, is being planned.

The activity which the district is experiencing may be partially realized from the fact that bank clearings have consistently run more than $1,500,000 monthly during the present year and the total for the first nine months was $13,165,172.40. Clearings for the similar period last year were little more than $9,000,000.

Building permits issued to October 1 of this year amounted to $3,787,503, as compared with $2,500,809 for the entirety of last year.

San Fernando Valley

NATURE has been most generous with her gifts to Southern California, and especially to the San Fernando Valley. This rich, fertile valley of more than 200,000 acres, lying at the very portal of Los Angeles on the northwest, was selected by the padres of early days as a site for one of their missions. The surrounding territory was recognized as the most productive along El Camino Real.

The original trail used by Gen. Fremont in his struggle with the Indians, from Newhall to his camping grounds, has been changed by modern engineering and one of the most perfect boulevards in the State takes its place. The San Fernando Road, which is a part of the old King's Highway, traverses the valley at its eastern part, and along the western part is the Ventura Boulevard. A project is now under way for a new boulevard from Owensmouth to Burbank, which, when completed, will be known as the Victory Boulevard, and will cost upon completion more than $1,000,000. This road will be twenty-eight miles long, twenty miles as straight as the crow flies, and there will be no grade crossing of railroads.

In 1910 a group of Los Angeles business men, with a vision, realized the possibilities of this vast undeveloped region and purchased from the Los Angeles Milling Company a tract comprising 47,500 acres, located in the southwestern section of the valley, for subdivision into small ranches. Soon afterward another syndicate purchased land in the north side of the valley, while a third syndicate purchased a tract in another section and extensive programs for development were begun. The first highway crossing the valley, Sherman Way, was constructed at a cost of more than $500,000. The towns of Van Nuys, Owensmouth and Marian (now Reseda) were plotted. The first cars were run by the Pacific Electric in December, 1911. And from that time the development of the valley has been marvelous.

In 1915 came the aqueduct with the possibilities of irrigation, and it is this project that has made the transformation so phenomenal. Water is carried to all sections of the valley, especially to those districts annexed to the city of Los Angeles, which almost equal in acreage the remaining territory of that city. The greater part of that acreage in the district under irrigation is cultivated.

The Van Nuys and Lankershim districts lead the valley in the production of apricots, peaches, walnuts, corn, miscellaneous orchards and berries. Berry-growing was begun in Van Nuys in 1920 and is rapidly becoming a principal product. The principal varieties are black and red raspberries, blackberries and strawberries. The owners of ranches have found it profitable to combine the berry raising with poultry craft. Eggs and fowls are marketed through the Poultry Producers of Southern California. Van Nuys is the second largest poultry center of the State. Last year the sale of poultry products was more than $1,000,000.

The deciduous fruits are raised in the entire valley, but the old citrus section in the San Fernando district leads in this production. There are more than 5000 acres with bearing orange, lemon and grapefruit trees. In the section of Owensmouth and Chatsworth, there are nearly 12,000 acres in beans, hay and tomatoes.

Three of the largest dairies in the State are located in this valley. The ratings of these dairies are of the highest. Model plants, with the latest and most modern, scientific and sanitary equipment which attract the attention of the entire West, are here.

Eighty-five per cent of all the baby lima beans marketed in America are grown in this valley. Lettuce, spinach, cabbage, melons, potatoes and scores of carloads and truck loads of vegetables are shipped out each season.

The crops for the year have totaled more than $22,000,000. The year previous it was just a little more than $12,000,000. Last year there was raised:

Apricots	$ 640,000	Melons	67,000
Peaches	1,275,000	Potatoes	1,700,000
Pears	21,600	Tomatoes	1,008,000
Lemons	2,240,000	Miscel. Truck	360,000
Oranges	5,012,000	Vineyards	75,000
Alfalfa	1,700,000	Walnuts	154,000
Beets	500,000	Mis. Deciduous	120,000
Corn	280,000	Olives	294,000
Cabbage	420,000	Dairy Products	1,300,000
Lettuce	414,000	Hogs	700,000
Wheat	21,000	Poultry Prods.	2,500,000
Beans	2,520,000	Total	$22,417,000

• • •

San Fernando

SITUATED along the foothills at the northeastern side of the fertile San Fernando Valley is the town of San Fernando.

Directly on the main State Highway, between San Francisco and Los Angeles, and served by the Pacific Electric and the Southern Pacific railways, it is easy of access. There is an auto stage service to Los Angeles, and by electric line the metropolis can be reached in less than an hour.

San Fernando was founded in 1874, but was not incorporated until 1911. The government is the aldermanic form. The growth in population has been, since 1920, from a town of 3204 to 6000 inhabitants.

The town has the essential and modern business concerns, meeting all the needs of the community. There is an excellent hotel and all other enterprises that go to make a well-rounded city. There are four banking institutions, with total deposits of more than $2,000,000.

With paved highways, beautiful homes, a part of the unequaled school system of the city of Los Angeles, and the unlimited resources of the surrounding territory, San Fernando is typically a city of progress and has a definite future.

• • •

Burbank

ALONG the San Fernando Road, at the southeastern entrance to the wonderful San Fernando Valley, is Burbank. Twelve miles from the heart of Los Angeles, at the junction of the coast and valley lines of the Southern Pacific Railway, in a valley wonderfully rich, where the heat of the noon-day sun is tempered with soft breezes, and the nights are cool and conducive to a restful sleep. The location of this little city is ideal.

Burbank is a part of the original grant of eight square leagues to Jose Maria Verdugo in 1784 by the Spanish Governor. The townsite was surveyed by the Providencia Land and Water Company in 1886. Two years later a postoffice was established, but the town was not incorporated until 1911. The official census of 1920 gave the population of Burbank as 2913. Now it is estimated at more than 10,000.

The total area of Burbank is eleven square miles; there are more than twenty miles of paved streets, and as many more under construction. The business streets are lighted by ornamental pedestal lights, and the residential section is well lighted by suspended incandescents. The principal business street, San Fernando Road, is one of the main arteries of travel in the State, and the business houses which line it are of brick, with artistic facades of stone and concrete. Merchants and markets in Burbank are unexcelled. There are three excellent hotels which would do credit to a much larger city. The City Hall, an attractive civic building, houses the well-equipped library. Schools in Burbank are of the best. A $250,000 high school plant has recently been completed and equipped; there is an intermediate school and four grade schools, as well as kindergartens, with instructors of the highest degree of efficiency.

A modified commission form of government conducts the city affairs along economical lines. The tax rate is low, which has been one of the primary inducements for the location of industries here. There are ten large manufacturing concerns here, representing a total investment of more than $3,000,000, and pay rolls of nearly $2,000,000 annually. These concerns are internationally known and ship to all parts of the world. There are numerous smaller plants in Burbank, adding their quota to the advancement of the town. Shipping facilities are excellent via the Southern Pacific and the Pacific Electric, while concrete highways are used for motor-truck shipments.

There are three active banking institutions here, occupying modern buildings, with total deposits of $3,000,000.

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Van Nuys

IN FEBRUARY, 1912, the vast barley field in the heart of the San Fernando Valley was plotted as the town of Van Nuys. It was in 1915 that this townsite, and that which is known as the San Fernando Valley Annex, became a part of Greater Los Angeles. At that time there were less than 2000 people in Van Nuys; now the population is more than 7000.

Eighteen miles from the center of Los Angeles, reached by the Pacific Electric, and by paved roads leading to every point of the compass, Van Nuys is the geographical hub of the entire valley.

Being a part of the city of Los Angeles, Van Nuys has the advantage of the most excellent school system in the country. Local school busses operate over the highways, furnishing transportation to the pupils out of the walking zone. The State University is only nine miles from this townsite, and the University of Southern California is but a few miles farther distant. The high school building in Van Nuys occupies beautiful buildings, with classrooms of modern equipment, and there is a large auditorium with a magnificent pipe organ as a notable feature. Instruction on the organ is given as a part of the musical course of the school, provided the pupils are qualified to take the course.

A branch of the Los Angeles Library is located in the civic building, where the associated chambers of commerce of the entire valley have their headquarters.

Two canneries are located here, their total annual output averaging $250,000 a year. One of the greatest pipe organ factories in the United States also is located here.

Surrounded by a wealth of exhaustless resources, Van Nuys is a fast-growing community, attractive in every way for the homeseeker, rancher and business man.

• • •

Owensmouth

IN THE western end of the beautiful San Fernando Valley, twenty-nine miles from the city of Los Angeles, is Owensmouth. Surrounded on three sides by mountains, and fifteen miles from the mild Pacific, at an elevation of 800 feet, Owensmouth has a most picturesque setting.

Strictly an agricultural district, the soil is excellent for deciduous fruits, berries, vegetables and melons. Of an alluvial sediment loam, it is easily cultivated and fertile. Protected by the mountains from high winds and fogs, Owensmouth is one of the best districts in California for the production and rearing of baby chicks.

On the Owensmouth line of the Pacific Electric, the transportation facilities are good, and it is an important shipping point, as the electric line ends here. It is from Owensmouth that the new Victory Boulevards will have its western terminal, making truck shipments more important for this district.

The business concerns are of the best, housed in artistic buildings, along paved streets, lighted with ornamental lights. There are modern schools and churches and fraternal organizations and attractive social life.

• • •

Lankershim

LANKERSHIM has been known as the "Home of the Peach," and citizens of that community call it a "peach of a home town."

With all modern conveniences of light, gas, water and electricity, the population has increased nearly 100 per cent since 1920. There are now 4500 people living in this community.

With the same car service as that of the other towns of the valley, Lankershim has reflected the growth of the Southland. New homes, new business houses and mercantile concerns are constantly changing the appearance of the city.

The grammar school building, which has occupied a block in the business center of the town, has recently been moved to make room for business houses; new additions were made and a most modern institution, qualified to give the best to its pupils, is only a short distance from its former site. Lankershim is in the high school district of Van Nuys, but a project is now being considered to purchase a ten-acre high school site.

• • •

Pacoima, Roscoe

ON THE State Highway, a mile south of the city of San Fernando, is Pacoima, a small citrus center, where one of the largest rose gardens of the world is located. There are 120 acres in this garden.

The surrounding community is rich farming land, where berries, garden truck and citrus orchards flourish. The residents enjoy an ideal rural community life. There are good schools, churches and excellent transportation facilities.

In 1922 there was a general store and a schoolhouse at Roscoe, a community on the State Highway and Southern Pacific Railway, half-way between San Fernando and Los Angeles. Now there are many new mercantile concerns, in new and modern buildings of brick and stucco. Five new subdivisions have been an incentive for the new growth and development. Roscoe is a part of the city of Los Angeles, within the mile-and-a-half radius served by the mercantile establishments. The population here is 2000.

• • •

Reseda

RESEDA is known by its residents as the "City of Opportunity," and is practically in the center of the great San Fernando Valley. It is at the intersection of Sherman Way and Reseda avenue, the main arteries of travel through the valley.

The business center has been built up of attractive brick and stucco buildings of Spanish type. As most all of the other towns of this valley, Reseda is a new town, plotted in 1910, and then called Marian. There are no old wooden buildings in the commercial district, and the cozy homes are artistic and are modern bungalows of Spanish and colonial architecture.

• • •

Calabasas, Universal City

THE center of the grain-growing industry of the great San Fernando Valley is Calabasas. This town, which is at the extreme western end of the valley, is in the early stages of its development. On the Coast Highway, in the most beautiful part of the valley, where the scenery is unsurpassed, the growth here during the past year has been phenomenal.

One of the largest industries of the world, motion pictures, located a large plant at the eastern side of the Cahuenga Pass, less than twelve years ago. At that time the district was a vast acreage, a most suitable location for a large motion picture plant. Naturally, a town and commercial center have grown up outside the walls of the studio, which takes its name, Universal City, from the picture plant located here. The growth and progression of the great Southwest have been manifested here.

• • •

Girard

AT THE intersection of Ventura Boulevard and the Topanga Canyon Road, is the youngest town of San Fernando Valley, Girard.

The business section of this new town is located at the intersections of these two main arteries of travel. Modern business houses and civic buildings form an attractive commercial center. Surrounding this center is the residential district on fifteen new streets, while back of this property are the small farms, while the larger estates and attractive homes and villas are located on the surrounding picturesque hills.

The major portion of the surrounding territory is divided into small farms, where a great diversity of produce is raised. The land is highly productive and especially suitable for the growing of deciduous fruits and avocados.

Plans are being perfected for the construction of a country club, with a golf course, open-air theater and swimming pool, which will become the center of the social life of the community.

• • •

Zelzah

LOCATED on a good boulevard and the coast line of the Southern Pacific Railway, Zelzah is an important shipping point for the northwest section of San Fernando Valley.

A large ranch, comprising nearly 5000 acres, near Zelzah, with modern equipment, for the raising of hogs, poultry and other stock, as well as noted for production of fruit and vegetables, is a mecca for many visitors.

Zelzah has banking institutions, modern business houses, churches, a Woman's Club and an enterprising Chamber of Commerce, all of which have had much to do with the general prosperity of the town. It is in the Los Angeles city school district.

• • •

Chatsworth

IN THE extreme northwest end of the San Fernando Valley, in the shadow of the mountains that bound the valley, and at the foot of Santa Susanna Pass, is Chatsworth.

The soil around Chatsworth is adapted to the propagation of all citrus fruits. Berries, melons, potatoes, beans and alfalfa yield large crops annually. Located on the coast line of the Southern Pacific Railway, rapid transportation and quick shipment of all products are assured.

San Gabriel Valley

FROM the foot of the Sierra Madre Mountains, extending south to the Puente Hills, and only twenty-two miles from the Pacific is the beautiful valley of romance, San Gabriel.

Nature was most generous when she set apart the units for this valley, which is famed for its beautiful orange and lemon groves, and its fruit, nut and olive orchards. During the day, when the sun shines warmest, there are always the soft sea breezes, and the nights are cool and filled with moistness, feeding the plant life.

The residents of this valley, numbering more than 100,000, are substantial, progressive people, ranchers, poultrymen, and those who have retired from active life, as well as many artistic folk, all who have a pride in their homes, and with skilled workmanship and landscape gardening have added materially to the natural beauties.

• • •

San Gabriel

THE town of San Gabriel, founded more than a century ago as a Franciscan mission by Father Junipero Serra, is one of the

RIVERSIDE—"a Better City"

INGLEWOOD

THE PRACTICAL

Growing with that healthy, steady, rapid pace characteristic of the many sections of Southern California, it yet affords ample opportunity for him or her who wants the practical, the aesthetic, the uplifting and the sport-loving of life.

Five miles from the ocean and her beautiful beaches, surrounded by America's loveliest mountain hillsides, tempered by vigor-giving Pacific breezes in summer and warmed by them in winter---yes, the

"Ideal Climate"

Our population has increased 500 per cent since 1920, yet our educational facilities—two wonderful grammar schools and a high school nowhere surpassed either in courses, personnel of faculty or architectural value—are keeping up with our rapid development. Twenty-eight miles of new paving is under construction **now.**

For complete personal details and literature, address

Inglewood Chamber of Commerce

Box 96, Inglewood, Cal.

If in Los Angeles take the E car on Broadway and get off at our door. It has meant happiness for others—it will for you.

Thirty miles of new water mains are being laid, to carry further the purest and best water, both from a health and a chemical standpoint, of any water in California—an abundance of it, PURE, no chemicals—and yet our

Taxes are Going Down

and our city-owned water rates being **LOWERED.** How is that for EFFICIENT GOVERNMENT?

WE WANT ONE THOUSAND MEN AS TOWN BUILDERS to come and help our public-spirited citizenry in this, the really Practical City of the Southland.

COME—bring your families—and live with and among us.

Our opportunities are equal to, our expenses are less than, and our advantages are on a par with any.

water to the district is no
Stone Canyon.

Seven smooth, broad
the best in the State, pas
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Lemons	1,700,000	Vineyards	185,000
Alfalfa	1,200,000	Misc. Deciduous	150,000
Beets	500,000	Olives	300,000
Corn	750,000	Hops	700,000
Cabbage	420,000	Dairy Products	1,200,000
Lettuce	611,000	Poultry Products	1,500,000
Wheat	31,000	Misc.	750,000
Beans	2,520,000	Total	125,417,000

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Calabasas, Universal City

THE center of the fruit-growing indus-
try of the great San Fernando Valley
is Calabasas. This town, which is at the
extreme western end of the valley, is in
the early stages of its development. On

SOUTHLAND
Products

Yorba Linda Oranges

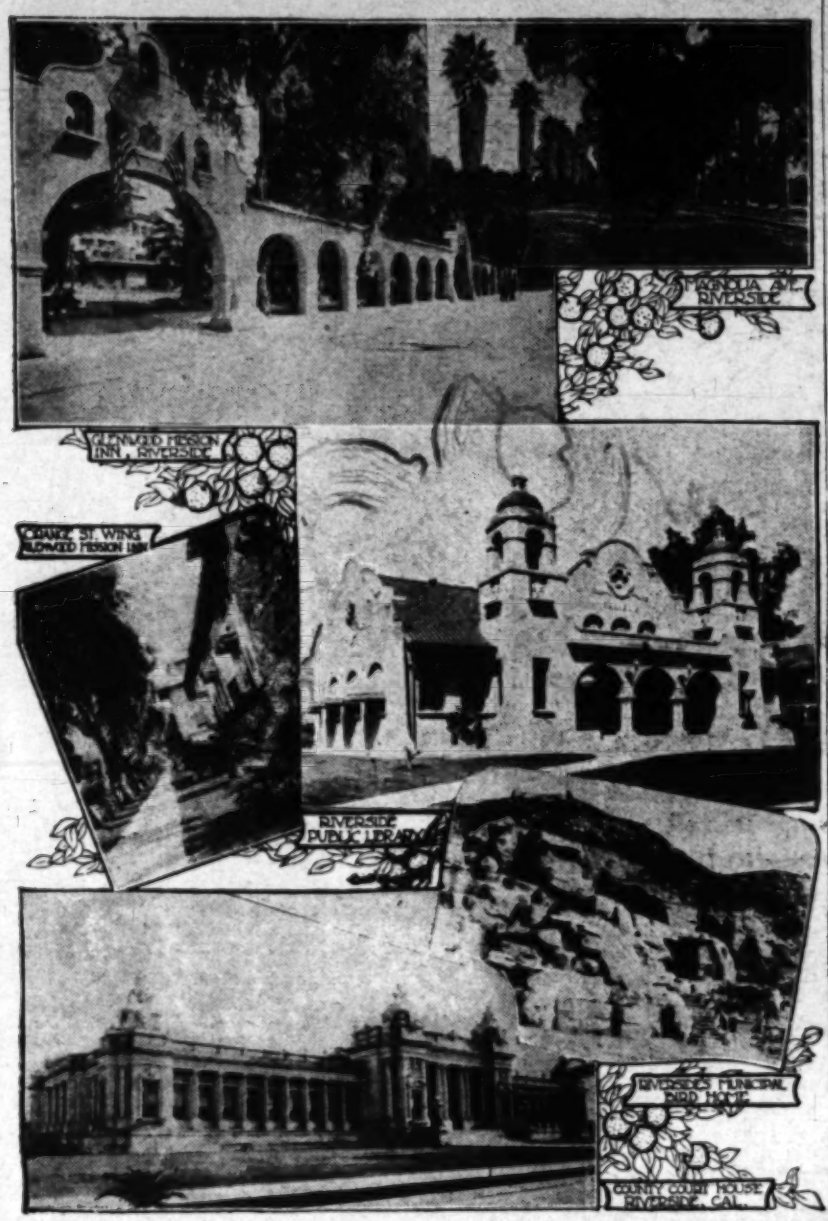
Homet Valley Plum Orchard

Harvesting Almonds

Peach Trees on Dry Creek, near Fresno.

Coachella Valley Dates

RIVERSIDE—*"a Better City"*



WITH a population bordering the 25,000 mark, Riverside, Cal., is world-famous for its Glenwood Mission Inn, Mt. Rubidoux, Sherman Indian school, its beautiful parks, elegant churches, artistic schools, entrancing orange groves, spacious avenues, attractive homes and every worth-while residential possibility. Riverside is clean, progressive and healthful. Ask any Riverside resident and in discussing the many advantages the city offers the reply will invariably be, Riverside is a better city to live in than any other Southern California municipality.

The true Riverside spirit is well expressed in its ideals. Among other things worth mentioning the city is county headquarters for the Boy Scouts of America, maintains splendid Young Men's and Young Women's Christian Associations and a City Home League. Riverside has its Red Cross, its Salvation Army and its Charity Tree. The city provides comfortable rest rooms for women and children. In amusements its theaters and various societies bring to the city the best in music and dramatics.

Easter Morning Sunrise services and Armistice Day ceremonies on Mt. Rubidoux attract visitors to Riverside from all parts of the world.

Riverside's ideals are firmly impressed on the visitor in its architecture. Everywhere the eye is greeted with the strong, simple lines of the old missions of the Padre days that are gone.

Riverside is the county seat of Riverside county, which occupies the distinction of being the first home in the United States of the Washington Navel orange. Riverside county also occupies the further distinction of being the largest almond-producing county in Southern California. The county also boasts an undeveloped mountain of fire clay and is one of the largest producers of high-grade pottery and tile clay in California.

Riverside county offers innumerable sites for future homes to people who desire to retire and live in Southern California.

Riverside the city is two hours by motor from Los Angeles, the various beaches and mountain resorts. Three paved highways connect it with the larger metropolis. Interurban electric, steam and automobile stage service is also provided.

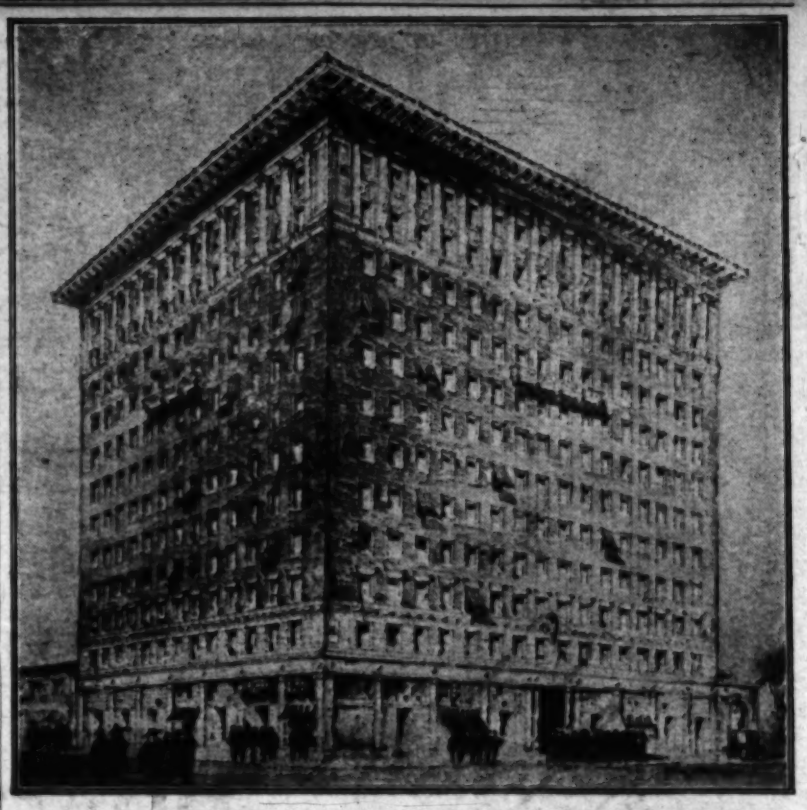
Riverside enjoys cheap municipal light and power, natural gas at low rates for all domestic purposes and splendid municipal artesian water, pure and cheap.

Occupying the position of county seat Riverside actually serves a population in excess of 50,000 in its immediate vicinity. Its co-operative marketing organizations enjoy nation-wide reputation among producers of fruits and farm products. Many of California's largest canneries for deciduous fruits and vegetables are scattered over Riverside county. The county abounds with irrigation systems and a splendid power system.

Riverside is the home of a number of flourishing manufactories and offers splendid advantages to all industry appropriate for its location and class.

Shopping and marketing facilities in Riverside are in perfect keeping with the needs of its residents.

The Riverside Chamber of Commerce is prepared to answer questions and descriptive literature can be had by addressing the Secretary, Riverside Chamber of Commerce, Riverside, Calif.



TAFT BUILDING

HOLLYWOOD BLVD. AT VINE STREET

Hollywood's first and finest class A height-limit office building, now under construction for Taft Realty Company. One of many for Hollywood Boulevard, the first uptown metropolitan shopping street of Los Angeles.

TAFT REALTY CO.

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WARMAN ELECTRIC STEEL CASTINGS

THE ORIGINAL ON THIS COAST

WARMAN STEEL CASTINGS are made by a process conceded superior to all others for producing clean, sound castings of superior physical properties.

Our foundry is completely equipped with the best machinery for the satisfactory production of castings in any quantity, weighing up to ten thousand pounds each.

Consult us before contemplating Eastern or other markets. We are adequately prepared to take care of your requirements.

WARMAN STEEL CASTING CO.

P. O. Box 639, Station C
Los Angeles

most famous towns in the entire West. It has been advertised widely by the beautiful Mission Play of world fame.

San Gabriel is an incorporated city, its business conducted along economical lines. A new City Hall, costing $60,000, has just been completed, and two new grade schools have been built at a cost of $150,000, the high school students having the privilege of attending the Alhambra High School.

During the year 1923, the population increased more than 25 per cent. The Woman's Club has a most modern clubhouse which they have acquired and remodeled during the past year.

There is a Catholic school of the elementary grades, supported by the proceeds realized from the curio store adjoining the Mission Playhouse. Bonds were voted last year to erect a new theater for the Mission Play, and now, by popular subscription, the bonds will be bought up and the theater completed, so that the proceeds from the performance of the Mission Play will not have to go for debts, but will be used for the restoration and preservation of the historical landmarks of California.

• • •

Alhambra

AT THE gateway of the beautiful San Gabriel Valley, eight miles from the business district of Los Angeles, is Alhambra, where the general prosperity of Southern California has been manifested.

The schools of Alhambra are the equal of the best of the entire Southland. A new high school building is nearing completion, and a new grammar school building was completed during the summer. The growth of the city has been so rapid that it has been almost impossible for any institution to keep up with the demands placed upon it. A junior high school building is one of the enterprises for the ensuing year.

Fraternal organizations and the women's clubs have had much to do with the cultural development of the city. There are many civic organizations which take an active part in every phase of the city's affairs.

Vacant lots and new subdivisions are so rapidly being built up with residences that the appearance of the city is constantly changing. Alhambra is a city ideal for the homeseeker, the merchant, business man and for industries.

• • •

El Monte

EL MONTE, a town of 2000 population, thirteen miles east of Los Angeles, has an up-to-date sewer system, municipal water plant and several miles of paved streets. A $150,000 grammar school was completed this year, and building permits for the year are expected to top the $500,000 mark.

The principal industries are the raising of walnuts, celery, apples, flower seeds, grapes and berries, while all varieties of vegetables find a ready market in Los Angeles. Large quantities of dairy products, eggs and alfalfa are also raised here.

El Monte furnishes an ideal location for industries and offers low-priced sites, with trackage on two railroad lines, good water, abundance of gas and cheap power, together with a liberal supply of permanent labor. Its schools and churches are adequate for a town several times its size, and it boasts of a live Chamber of Commerce with real community spirit.

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Monrovia

THE year 1923 saw Monrovia nearly double in business, building, banking resources and industrial enterprises, and it was one of the most prosperous years in the history of the city. Four new industries, representing a big jump in the city's total pay roll, have been brought here during the year. These are the Coast Water Heater Company, the Twinko Broom Manufacturing Company, the Valley Packing Company and the Monrovia Ice Company. The first is a manufacturer of hot-water heaters, the second makes a double-ended broom in a patent holder, the Valley Packing Company handles a large part of the Coachella Valley date crop, and the Monrovia Ice Company manufactures the ice used in this part of the San Gabriel Valley. Building permits for 1923 will approach the $2,000,000 mark or possibly exceed it.

In a civic way, Monrovia has made wonderful strides, not the least of which is the voting of $326,000 in improvement bonds for adding extensively to the city's water system, improving the new twenty two-acre municipal recreation park by spending $80,000 in equipment that will include a fine swimming pool; a $50,000 annex to the City Hall, and building a $40,000 concrete bridge that will connect Monrovia and Arcadia, by way of Huntington Drive.

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Covina

COVINA, the center of the citrus-growing and packing industry of Los Angeles county, shared in the general prosperity of Southern California last year.

At the foot of the Sierra Madre Mountains, the climate is unexcelled. The homes are beautiful, situated in small and large acre plots of citrus fruits.

A city park of ten acres was dedicated July 4. The excellent swimming pool for the park cost $25,000. When completed, with trees, shrubs and picnic grounds, the total expenditure will exceed $55,000. The Masonic Home, located here, will be enlarged with two new dormitories next year, costing $150,000.

Among the improvements anticipated in the Covina civic life are a $200,000 paving project for side streets. There are already four miles of paved streets in this town. A $45,000 sewer system and $200,000 for high school buildings and additional grounds for the high school plant have been voted.

Many new business houses have just been completed. A bank building costing $100,000 and a store and market building costing $70,000, adjoining the new bank, have changed the aspect of the main business street materially.

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Arcadia

A STEADY growth within the city, annexation of important new territory, an ambitious plan of civic improvements, boosting of building permits by nearly 300 per cent—these are some of the accomplishments of Arcadia during the past year.

Without raising the tax rate a penny, Arcadia Trustees have set aside $25,000 for street paving, $8000 for new electroliers, $12,000 for a new bridge across Santa Anita Wash, and, in addition, have on hand numerous projects that will bring hundreds of new residents to the city and add many thousands to its revenues.

Subdivision of the Clara Baldwin Stocker property north of the city, with $500,000 to be spent on the property by Cook & Woodley, subdividers of Los Feliz Heights, means that Arcadia will have one of the finest subdivisions in Southern California. Active improvement of the property has been under way for three months.

The opening of Colorado street from Pasadena, through Arcadia to Monrovia, is now assured and will give Arcadia another important boulevard link in its splendid chain of roadways.

A dozen new business blocks, including a handsome new bank building, have been erected during the past year, and every one is occupied. The postoffice is seeking new and larger quarters, and everything is on the move.

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Azusa

FROM being known as the home of fine orange groves and attractive bungalow residences, Azusa has made remarkable development during the past year along industrial lines, with the result that this city has as bright an industrial future as any district in Southern California. The new Paramount Motors Company is now building a $1,000,000 factory on land purchased a few weeks ago from the city of Azusa, and will employ 1000 men from the start. The Union Rock Company, the largest concern of its kind on the Pacific Coast, with a pay roll of $35,000 a month, is completing plans for a new plant that will mean an outlay of $300,000, while the Coast Rock Company, a San Francisco concern, has recently purchased 160 acres and is preparing to build a plant that will cost, when completed, $1,000,000. The American Cyanide Company, located at Azusa, is doing a business of more than $900,000 annually. The California Cotton Mills will probably come to this city to install its new system of bleaching and drying yards, because of the cheapness of land, water and electric power. Azusa real estate, heretofore the cheapest in the valley, has, during the past year, more than doubled in price, and there is a general business boom that indicates a steady and substantial growth for the entire city.

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Glendora

THE charms of Southern California and San Gabriel Valley are manifested in the beautiful foothill town of Glendora, twenty-five miles northeast of Los Angeles, at the foot of the Sierra Madre Mountains. The main line of the Santa Fe Railway passes through the city, and there is hourly service to Los Angeles by electric car, and the Foothill Boulevard traverses the city.

As in many other adjacent towns, the principal industry of the community is that of growing and shipping citrus fruits. There are four large packing-houses here, packing and shipping lemons and oranges, their gross totals reaching the $2,000,000 mark annually.

The city owns and operates its own water supply, which is of the best mountain purity, and is abundant for irrigation and for all purposes.

Glendora's streets are well paved and lighted, lined with attractive homes, and business houses. The City Hall, set in the midst of a park in the center of the town, houses the fire department, the library, and Chamber of Commerce as well as all civic departments. Public improvements here are keeping pace with the prosperity. New houses, business blocks and a new union high school for surrounding communities has been completed during the year. This high school plant cost nearly $200,000, with all equipment, and grounds of seventeen acres. There are two grade schools and a private school here.

The Woman's Club has been a great impetus for the cultural development of the city. The clubhouse is modern and attractive.

Pomona

POMONA, the home of the Los Angeles County Fair, located thirty-three miles east of Los Angeles, is the fourth city in size in Los Angeles county and has a population of 20,000. Situated in the famous Pomona Valley, formed by the Sierra Madre Mountains on the north and the gently rolling hills to the south, at an altitude of 860 feet, Pomona is advantageously located with plenty of room for expansion in any direction, which need is now being felt more and more as her fame spreads across the continent.

Although factories are just beginning to establish a foothold, the citrus and deciduous-fruit industry furnishes the main sources of income of her citizens. However, the fertile fields surrounding the city also yield large crops of barley, wheat, grain, oats, alfalfa, walnuts and vegetables, the latter in ever-increasing quantities. Egg production is fast becoming one of the most important industries in the valley, poultry farms of great magnitude literally pouring eggs into Los Angeles and other cities where the demand is great. The Southern California Egg-Laying Contest, located in Pomona, is continually improving methods of poultry culture to the benefit of chicken men throughout the State.

An adding-machine factory, deep-well-pump manufacturing company, tile factory and a sweater factory are the nucleus around which are being planned additional industries, which will help to swell the city's pay roll. Besides these, citrus-fruit packing-houses, two deciduous-fruit canneries and dry yards keep an army of Pomona's industrious citizens employed throughout the seasons.

Fine new business buildings have recently been added to the downtown district, and many large structures are under construction at the present time. With the completion of a new theater, costing approximately $350,000, declared to be the finest playhouse in Southern California, outside the city of Los Angeles, Pomona will be visited by some of the best theatrical companies on the road. The $250,000 home of the First National Bank and the costly structure being remodeled by the American National Bank, will be outstanding contributions to Pomona's business district this year, both now nearing completion. Other new buildings completed during the past few months are now occupied by the Southern California Edison Company, Southern Counties Gas Company, Studebaker Garage, Cadillac Garage, Buick Garage, Crown Stage Company, Schwichtenberg Brothers and numerous others.

A splendid park system is boasted of by this thriving city, the largest of them being Ganesha Park, one of Nature's green spots with rolling hills, winding roads, fountains, picnic grounds and a modern swimming pool. To the north of this park is located the forty-acre site of the Los Angeles County Fair, and the eighteen-hole golf course and clubhouse of the Mountain Meadows Country Club.

The Los Angeles County Fair closed the second year of its existence in October, 1923, breaking all standing records for attendance at a similar affair, and assuming proportions that will rival all competitors in the West. A half-mile race track, one of the fastest in the California circuit, is the scene every year of some of the best horse races in the State. Elaborate horse shows of the best animals in the Southland are given in conjunction with the County Fair program.

With the completion of a new $500,000 high school, Pomona's school facilities are unsurpassed. There are splendid grammar schools in all sections of the city, in addition to junior high schools, a junior college and numerous private schools.

Lodge and club life finds much activity, many organizations owning their own buildings. Thirty-four religious organizations furnish spiritual inspiration for the city, the greater majority of these being housed in their own structures. A wonderful Y.M.C.A., equal to any in the county, is the center of community life and contributes much to growing young manhood. With all these advantages, plus the fact that the great majority of Pomonans own their homes, an ideal situation exists for incoming tourists to grasp.

Transportation facilities are of the finest, three transcontinental railways—the Santa Fe, Southern Pacific and Union Pacific—besides hourly service on the Pacific Electric and Motor Transit companies to Los Angeles, well provide for easy entrance and egress to and from the city, while Pomona is at the hub of a network of well-paved highways, which facilitate automobile and truck travel to commercial centers.

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Claremont

CLAREMONT, known as the "Hub of the Citrus Belt" and the home of Pomona College, boasting of a population of 2500, has made phenomenal growth during the past year, eighty-six new residences having been erected, among these being the $60,000 home of D. C. Crookshank and the home of Mrs. Hortense Watkins.

The backbone of the district is the citrus industry, over 5000 cars of oranges and lemons being shipped to eastern markets annually. The coming season promises to be a banner year, the trees being loaded with the heaviest crop in years.

A large oil company has leased 1000 acres above Claremont and is drilling for oil, with good prospects of bringing in a paying well.

Beginning thirty-five years ago, with one small frame building and a campus of nine acres, Pomona College now has twenty modern buildings and a campus of 150 acres. The past year witnessed the dedication of four new buildings, representing a gift of $500,000. Even with this splendid growth in resources and equipment, the college finds itself unable to meet the steadily increasing demands before it. In order to insure adequate care for its students and to maintain its high standard of scholarship, Pomona College has been forced to limit its enrollment to 750 undergraduates, this year turning away over 600 applications.

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San Dimas

SAN DIMAS, an unincorporated town of about 2400 in population, is located twenty-seven miles east of Los Angeles at an altitude of 1000 feet. Two transcontinental railroads, the Santa Fe and Southern Pacific, provide adequate freight service to carry its products to markets, while the Pacific Electric maintains hourly passenger service to near-by cities.

The main industry is the raising of oranges and lemons, four modern packing-houses preparing the fruit for shipment to eastern markets. Two of these are owned and operated by the California Fruit Growers' Exchange and are equipped with modern precooling plants and storage facilities. The San Dimas Lemon Association packing-house is the largest in the world and has a storage capacity of 200 cars. The Exchange Orange Products Company is engaged in the manufacture of many by-products from citrus fruits, that are meeting with a growing popular demand. Two independent orange-packing houses, also, have excellent facilities for handling the golden fruit.

San Dimas Canyon, five miles north of the city, is a picturesque resort, where are located many fine mountain cabins. Also, at the mouth of the canyon, the County Flood Control District has just completed a $600,000 dam to impound the winter flood waters for irrigation purposes when needed.

One grammar school with a corps of fifteen teachers, and a Union High School, recently completed at a cost of $250,000, supply the educational needs of the community. There are also five churchs, two banks and ample business houses to serve the community. A new street-lighting system has recently been completed, and a sidewalk and curb program is now being carried out, which will cover over eleven miles of the city's streets.

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Chino

CHINO is a thriving little city of 2500 inhabitants, located on the Southern Pacific Railway, thirty-nine miles east of Los Angeles, in the center of one of the most fertile and productive diversified farming districts in California.

Fourteen thousand gallons of milk is shipped to Los Angeles daily from Chino dairies, while 700 tons of walnuts were marketed by the Chino Walnut Growers' Association the past year. Through the Chino Valley Apple Growers' Association, the apple industry and cider-making have thrived. Many tons of deciduous fruits are canned each year by the Chino plant of Libby, McNeil & Libby, and alfalfa, oat and barley hay, beans and sugar beets are produced in large quantities throughout the valley.

Chino has a complete school system, from kindergarten through high school, and is also the home of the California Junior Republic, noted boys' school.

Chino also boasts of modern improvements, including a municipal water system, sewer system, gas, electricity, telephone, and several miles of paved streets, making the city "where everything grows" a very desirable place to live.

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La Verne

LA VERNE, located thirty miles east of Los Angeles in "the heart of the orange empire," is a thriving little city of 3000 inhabitants. It is primarily the home of La Verne College, the only institution maintained on the Coast by the Church of the Brethren, and many improvements are planned in the grounds and buildings of the college during the coming year.

Citrus culture is the mainstay of the town, 3000 acres of the surrounding land being devoted to the raising of oranges and lemons principally, while some walnuts are under cultivation. The largest orange-packing and precooling house in the State is located in La Verne, and during the past season $625,087 was distributed to 268 stockholders on shipments of oranges, lemons and grapefruit.

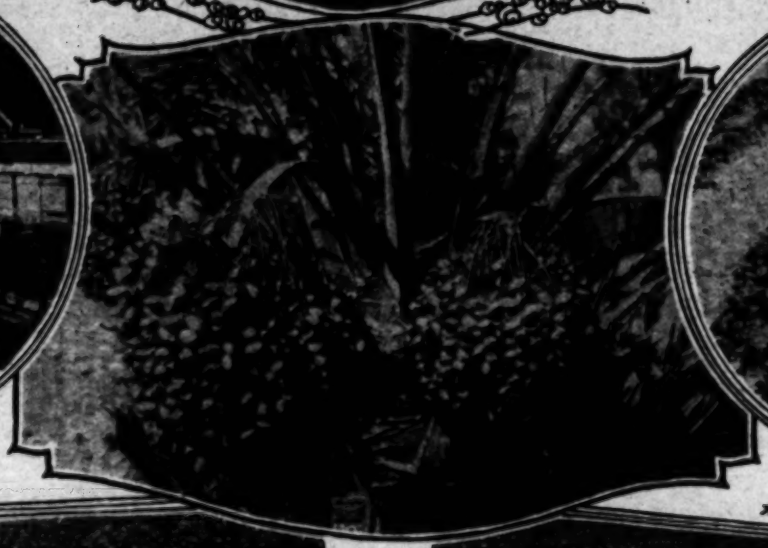
The Southern Pacific and Santa Fe railways provide transcontinental service for

Only When the Growth of Los Angeles Requires It Do We Subdivide Acreage

IN IMPERIAL VALLEY *Winter Garden of America*

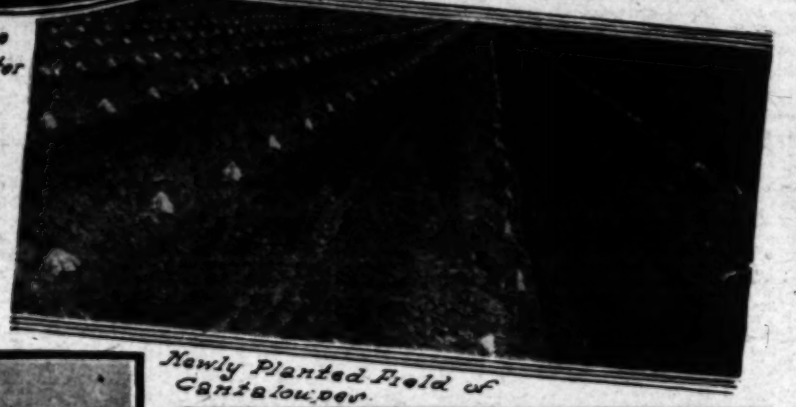
Dairy Cows

Packing Cantaloupes



Strawberries last year netted $1000 an acre.

Date Cluster



Cotton Ready for Picking

Newly Planted Field of Cantaloupes.

Irrigation Canal

Imperial Valley Grapefruit

Bank Building, El Centro

Part of Twenty-five Thousand Acre Lettuce Field.

most famous towns in the entire West. It has been advertised widely by the beautiful Mission Play of world fame.

San Gabriel is an incorporated city, its business conducted along economical lines. A new City Hall, costing $60,000, has just been completed, and two new grade schools have been built at a cost of $150,000, the high school students having the privilege of attending the Alhambra High School.

During the year 1923, the population increased more than 25 per cent. The Women's Club has a most modern clubhouse which they have acquired and remodeled during the past year.

expenditure will exceed $25,000. The Masonic Home, located here, will be enlarged with two new dormitories next year, costing $150,000.

Among the improvements anticipated in the Covina civic life are a $200,000 paving project for side streets. There are already four miles of paved streets in this town. A $45,000 sewer system and $300,000 for high school buildings and additional grounds for the high school plant have been voted.

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Only When the Growth of Los Angeles Requires It Do We Subdivide Acreage

That has been the policy of this concern since its inception—the policy which has influenced us to accept some acreage, and reject others.

Farm land should remain farm land until the city's growth demands that it be cut into lots.

And following this policy, the DeWitt-Blair organization has, in the last two years, subdivided and

Sold Over $7,000,000 Worth

of Los Angeles lots. We have a clientele of over 7000 satisfied buyers, many of whom come back and purchase in every tract we put on the market.

Whenever the new arrival in Los Angeles sees this firm's name connected with a subdivision he or she may feel assured it is a "close-in," sound investment.

DeWITT-BLAIR CORPORATION

604 Union Bank Building **Los Angeles, California**

MacDonald & Kahn, Inc.

J. W. FORDERER, MANAGER A. T. CASSELL, ASST. MANAGER

Superintendents of Construction

603 Loew's State Building
Los Angeles

Pacific, is said to be among the most scenic in the world. It extends from San Diego on the south to Eureka on the north and passes directly through the business and amusement heart of the city.

Wide sidewalks, banked on the one side by waving palm trees and on the other by velvet carpets of grass, make walking a pleasure.

Santa Monica is connected with the outside world by four of the most scenic and best-paved boulevards in the State. These

the amusement world which compares favorably with that of Atlantic City and other famous eastern resorts.

Its two monster amusement piers are perpetually a phantasmagoria of life, color and excitement. Unique entertainment devices, modern theaters, thrilling amusement attractions, inviting cafes and broad expanses of crystal sands have all united to gain the enviable position it now holds.

Ocean Park is the seat of a giant manufacturing industry which would do credit to a city many times its size. Its factories

increase of $25,000 a day over 1922. The population in 1921 was less than 6000. A census taken recently shows the total to be more than 8000.

"A HOME NEAR THE SEA," the slogan which meant so much in the development of the city of Long Beach, is translating Seal Beach, in Orange county, from a tiny hamlet to a thriving town of probably

Seal Beach

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Tustin is an excellent grade school, housed in a building of architectural beauty, which harmonizes with the residences of this home city. There are now 500 children enrolled. It is expected that during the ensuing year another school building will be erected in the southern section of the city. The high school students have the privilege of

voted for the purchase of the local water service, the erection of a City Hall, municipal pier and incinerator.

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the city, while the Pacific Electric maintains hourly service to Los Angeles and the beaches. La Verne adjoins Pomona on the northwest and shares many of her advantages.

The city is adequately served by three churches, and has just completed the construction of a $50,000 grammar school, while it shares with San Dimas the Bonita Union High School, midway between the two places. Two banks have large annual clearings, while the business men are very prosperous and progressive.

La Verne also shares in the work of the Los Angeles County Flood Control District, several canyons in the mountains to the north having had dams constructed in them in the past three years.

Much of the civic activity is in the hands of the Chamber of Commerce, whose committees co-operate with the City Trustees in maintaining streets and boulevards, and advertising the city.

* * *

Puente

PUENTE is located in the center of one the most fertile and prosperous valleys in California. Noted for its walnuts, oranges, lemons, avocados, peaches and berries, the La Puente Valley also grows large crops of beans, alfalfa, barley, tomatoes, potatoes, onions, corn and other diversified crops. Several large dairies, poultry and bee ranches are also situated in the valley.

Oil has recently been developed, one well is already on production, while four are drilling at the present time.

* * *

Puente is on the main lines of the Southern Pacific and Union Pacific railways, while a thirty-minute stage service is maintained to Los Angeles. The city is growing rapidly, now having a population of 1500. A $10,000 Woman's Clubhouse, a $40,000 Catholic Church, a $50,000 addition to the grammar school and a new natural gas plant are among the improvements during the past year.

The large walnut crop for the district is handled by the La Puente Valley Walnut Growers' Association, which maintains the largest walnut-packing house in the world. About 3500 tons are marketed annually through the association, while two packing-houses handle the citrus crop, next in importance.

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Whittier

WHITTIER has grown as if by magic. Two hundred and fifty adjoining acres of citrus lands have gone into subdivisions, and more are being put on the market every day. A movement is on foot to put the hill lands surrounding Whittier College into high-class residence properties, and representatives from the Hellman holdings, Alphonso Bell, Murphy estates and others are co-operating toward that end.

Among the big achievements in building this year is the completion of the $350,000 William Penn Hotel and the six-story First National Bank Building, the latter at a cost of $400,000. The Home Telephone Company is putting up a splendid two-story concrete office building, and other business blocks now under actual construction will run the total up considerably over $2,000,000 in the business district.

The residence section has kept pace, if not outdistanced, the business district in the matter of building, and the new homes are of a superior style and very attractive.

An enterprise that will have an appeal to the prospective home owner in the Quaker City is that of converting 100 acres of land along the hills and in Turnbull Canyon, into a vast public park and playground. Two smaller parks are to be added in other sections of the city.

Whittier College is entering upon an era of expansion little dreamed of one year ago. Dr. Walter F. Dexter, the new president, is a man of achievement, and one of his latest endeavors was the John Greenleaf Whittier birthday banquet held at the Ambassador Hotel, Los Angeles, December 17, 1922, when $100,000 was realized for the school, to be expended in endowment and new buildings. His plan is to raise $1,000,000 for the Quaker college during the coming year. The high school, of which O. C. Albertson is principal, has completed additional buildings that will bring the total investment up to $1,000,000. There are five grade schools and one parochial school.

The Whittier State School, of which "Golden Rule" (Fred) Nelles is the superintendent, is one of the schools that is receiving not only national but international recognition for the high quality of its management, its human interest in the boys at school and the excellent deportment of the boys after leaving.

All the principal Protestant churches have buildings for worship, and the Catholics have a handsome new church, St. Mary's. The Y.M.C.A. has a strong organization. The Chamber of Commerce and the "Y" put on a summer recreational schedule with "Pop" (C. H.) Tooze as director, which was a big success.

Fraternal orders flourish, and women vie with men in club life and civic undertakings. The popular Hacienda Country Club draws much of its membership from Whittier.

Ten thousand acres of citrus land joins Whittier, valued at $30,000,000. Nine fruit-shipping associations handle the oranges and lemons. It is estimated that the Whittier district will ship 3500 carloads of citrus fruit this season. Two thousand tons of walnuts are shipped annually from 2600 acres.

The Santa Fe Springs oil fields have undoubtedly added greatly to Whittier's present prosperity, for this opulent oil field practically joins the city on the south, and many of the men employed in the fields make Whittier their home. This, in turn, benefits the local merchants. The industry itself annually pours a stream of black gold into the local banks. The field is one of the richest producers uncovered in Southern California.

One of the present undertakings of the wide-awake Chamber of Commerce is the developing of the Los Nietos-Santa Fe Springs territory into an industrial district. Myron J. Haig is secretary and ranks next to Frank Wiggins of Los Angeles in length of service.

Whittier has a population of 14,000, is twelve miles east of Los Angeles on the State Highway and is served by the Southern Pacific, Union Pacific and Pacific Electric railways and auto-bus transportation.

* * *

La Habra

FIRST a scattered grain and sheep-raising community, next a garden of citrus groves, La Habra is at present developing a new growth in the turning of the hillsides in ...es for beautiful country estates and farms for winter vegetables and semitropic fruits. It lies about twenty-two miles east of Los Angeles. Bounded on the north by Puente and on the south by the Coyote Hills, it is almost frostless; its northern hills being entirely so.

In the groves, almost hidden to the travelers who throng its two highways, a happy little town has grown, where 4000 people live in the subdivision plotted and improved within the past two years. There are two handsome grammar schools, the valley being a part of the Fullerton Union High School District. There are three churches and numerous organizations. The Woman's Club is building a $12,000 clubhouse, centering a municipal park. The desire for a town beautiful is shown by the moving back of the entire business district to widen the main street twenty feet.

There are two citrus associations and one walnut house. Several oil fields are adjacent. The Pacific Electric and Union Pacific railways travel its length. Other improvements this past year include the paving of the rest of the main roads and the establishing of a storm drain district, the total of town and valley improvements amounting to more than $1,000,000.

* * *

Downey

THE town is surrounded by fine orchards of both citrus and deciduous fruits—among the richest territories of the Southland.

A steady and noticeably substantial growth has been enjoyed during the past year.

Building permits have aggregated more than $275,000.

Chief among the buildings erected have been a handsome Masonic Building, costing $30,000; this building is three stories high, with storerooms on the ground floor, hall and office rooms on the second floor, and clubrooms on the third floor.

Thomas Miller has erected an undertaking establishment, two stories high, costing $16,000.

The Downey Mortgage and Finance Company has just completed a handsome building costing $45,000.

The Southern California Gas Company has erected an office building here, second only to that in Los Angeles, at a cost of $25,000.

Other business blocks aggregated more than $30,000.

The residential building activities have been especially creditable, a large per cent of the homes erected having valuations of from $5000 to $7000.

* * *

Artesia, Norwalk

ARTESIA is in the midst of a rich farming district, where the soil is of the rich, sandy loam and very productive. Taking a name from the famed artesian wells of former days, Artesia is one of the oldest towns in the county. During the past year there have been built four new store buildings and a Methodist Church building has just been completed. The main business street is along one of the main highways from Los Angeles to San Diego.

Artesia is a rural community, the residents numbering about 2000. They have the privileges of a country life, and, as Los Angeles is easily reached by Pacific Electric Railway, they have the pleasures and advantages of the city as well.

The grammar school building, completed in 1922, is soon to be enlarged and facilities added at a cost of $30,000. The Excelsior Union High School, which cost $500,000, serves Artesia, as well as Bellflower and Norwalk. There are modern stores and markets here, and one bank, which will erect a $50,000 building in the near future. Many fraternal bodies have organizations here. There is a Woman's Club and a well-organized Chamber of Commerce.

Norwalk, "The Community of Opportunity," is sixteen miles from Los Angeles, reached by good highways and the Southern Pacific Railway. Business doubled in this community during 1923. New banks, stores and all essential shops are housed in handsome new buildings and reflect the prosperity of the town, which is unincorporated. There is an excellent grammar school here and the high school students have the opportunity of one of the finest educational plants in the State. Oil fields are at the door of Norwalk, and the dairying, citrus production and poultry-raising have made Norwalk a leading agricultural community. As in the other adjacent communities, the water supply comes from wells of a great depth, and is of the purest and never failing. There is an active Chamber of Commerce here, as well as churches and many fraternal organizations.

Along the Coast

Long Beach

NINETEEN-TWENTY-THREE will stand out like a golden star on the bright page of the history of Long Beach. For no other year in the city's remarkable career of progress and almost lightning-like growth has witnessed such giant strides forward as has the year just closed. In building activities Long Beach led the State, and almost the nation; in its bank reports it revealed a record that becomes the envy of cities twice its size.

Its wonderful oil field, begun a brief two years ago with a handful of derricks, has leaped into national and world-wide prominence, because of the daring of the oil operators and the tremendous production of crude that it has added to the world's supply.

But like all healthy, lusty, growing youngsters, Long Beach is suffering from growing pains—and sometimes during the past year the pains have been severe. Buildings, planned a short year or so ago, have proven all too small when completed. Street improvement programs, planned by sincere city fathers, have fallen short of their aim by many degrees; police and fire equipment, enlarged and improved many times, have proven entirely inadequate, and so it has been in every phase of city development and improvement. For no man having the responsibility of planning for the city's future growth has been able, so far, to foresee the tremendous length of the strides that Long Beach is taking. The result has been a crowding and a cramping that has proven mighty inconvenient at times.

In its location and its climate, Long Beach has tremendous natural assets, which were basic reasons for its prodigious growth. Its adjacency to one of the greatest harbors of the Pacific Coast, and the discovery here of a most wonderful oil field, have made it a commercial and industrial center of exceptional and growing importance. Its recreational and amusement attractiveness also is famous throughout the nation and beyond the seas, and, moreover, the spirit of its citizenry is such as to assure the continued eminent position of Long Beach as a residential city of refinement and charm.

It is, indeed, a city whose numerous and positive advantages establish beyond question the certainty of its uninterrupted march forward. How well founded is confidence in its future is grasped readily by even a casual survey of the following summary of the youthful city's marvelous progress:

Population—1900, 2252; 1910, 17,809; 1923, 120,000. Assessed valuation—1900, $1,480,097; 1910, $22,560,278; 1923, $115,927,560. Bank deposits—1900, $118,042; 1910, $4,274,225; 1923, $54,657,872.20. Bank clearings—1915, $26,418,091; 1920, $161,927,950; 1923 (first nine months,) $316,525,036.35. Oil production—Oil discovered in 1921. Daily production at present about 210,000 barrels. Building permits—1910, $1,272,679; 1920, $11,009,662; 1923 (first nine months,) $18,175,203. Industrial investments, 1900, $25,000; 1910, $100,000; 1923 (June,) $26,000,000. Postal receipts—1907, $44,503; 1917, $131,858; 1923 (first six months,) $205,548.71.

Fundamental causes of the popularity of Long Beach were its southern frontage upon a beautiful bay of the Pacific, its miles of bathing beach, and its climate, with its average temperature of 65 and 55 degrees in summer and winter, respectively. It has been said there was a solitary shepherd's hut here in 1880. Since 1900 the community has grown with an increasing velocity, as thousands upon thousands of delighted newcomers added their praises, and induced still more thousands to come this way. Industrial and commercial development within Long Beach was unthought of until about 1906, when dredging of an inner harbor inside the city was begun. Shipbuilding became the city's first great industry, and during the period of the war millions of dollars' worth of steel ships, passenger and freight vessels and United States submarines were constructed here.

The oil strike, which has brought about a tremendous transition on Signal Hill, and made Long Beach famous throughout the country as a principal producing center of petroleum, came in the spring of 1921. The oil industry and allied activities are still growing swiftly. Already they have brought millions in wealth to residents of this community and the municipality itself is receiving an income of some $500,000 per year from oil production on city-owned land.

Millions have been spent in recent years on fine new schools in response to the demands of a rapidly increasing population. About 17,000 pupils are enrolled in the public schools. Long Beach also is known as a city of churches. Many thousands of its citizens are members of its scores of church organizations, and numerous notable edifices adorn its streets.

Long Beach has nearly 100 miles of paved streets and alleys. It is blessed with an abundant supply of healthful, soft, artesian water. Its climate, water, outdoor life and plenitude of fruits and vegetables, all conduce to make Long Beach famous for healthfulness.

Channels lying inside the city of Long Beach constitute an integral part of Los Angeles-Long Beach Harbor, the greatest oil and lumber port of the United States.

Long Beach Harbor acreage is now being purchased at a consideration of $2,000,000 as a site for an immense steel concern, which will spend millions here on the biggest industry of its kind in the whole Southwest.

The municipality is undertaking at this time additional harbor dredging that will cost several hundreds of thousands.

Building activity in Long Beach has been so great as to attract the notice of the entire country. For several years this city has been exceeded only by Los Angeles and San Francisco in the amount of its construction activity. One month recently, Long Beach ranked tenth in building among all the cities of the country.

Long Beach built more homes per each 10,000 of its population in 1922 than any other city in the United States.

* * *

Santa Monica

SITUATED on the placid waters of the sparkling Crescent Bay and surrounded by famous Palisades; by mountains that rise in majestic grandeur; by scenic canyons, perpetually fanned by soothing breezes from the mighty Pacific; by miles of shimmering sand; by a network of smooth, broad boulevards and highways—and blessed with a climate such as can be found in no other spot—Santa Monica is truly "The City With a Soul."

Lying within an hour's riding distance from Southern California's metropolis, Los Angeles, Santa Monica, like Venice, is annually the playground and vacation spot for millions of tourists.

It is said of Santa Monica that visitors come within her limits but twice; the first to look and see, and the second to stay and establish homes.

A certain spirit of progress and enterprise pervades the city, which is rapidly pushing her to the topmost rung of the municipal ladder. Progress in the past has been remarkable. But the progress which is sure to come in the future will be nothing short of phenomenal.

At the present time Santa Monica is experiencing a building boom such as has rarely been recorded in any other city her size. Whole little communities seem to spring up overnight. Real estate values are climbing with equal rapidity. The lot which was worth $1500 a year ago cannot now be purchased for twice that amount.

Hotels and apartment-houses are filled to capacity the year 'round. The influx of permanent dwellers has been so great during the past year that the housing problem has become one of grave character.

An idea of the phenomenal progress made by the city since September of 1922 may be gained by comparing various totals with those of 1923.

The total bank clearings for 1922 were $57,795,000. Bank clearings for only the first nine months of the present year reached a total of $66,617,000, a gain of nearly $10,000,000. Indications are that the total for the entire year of 1923 will reach the $100,000,000 mark, nearly 50 per cent greater than the total of 1922.

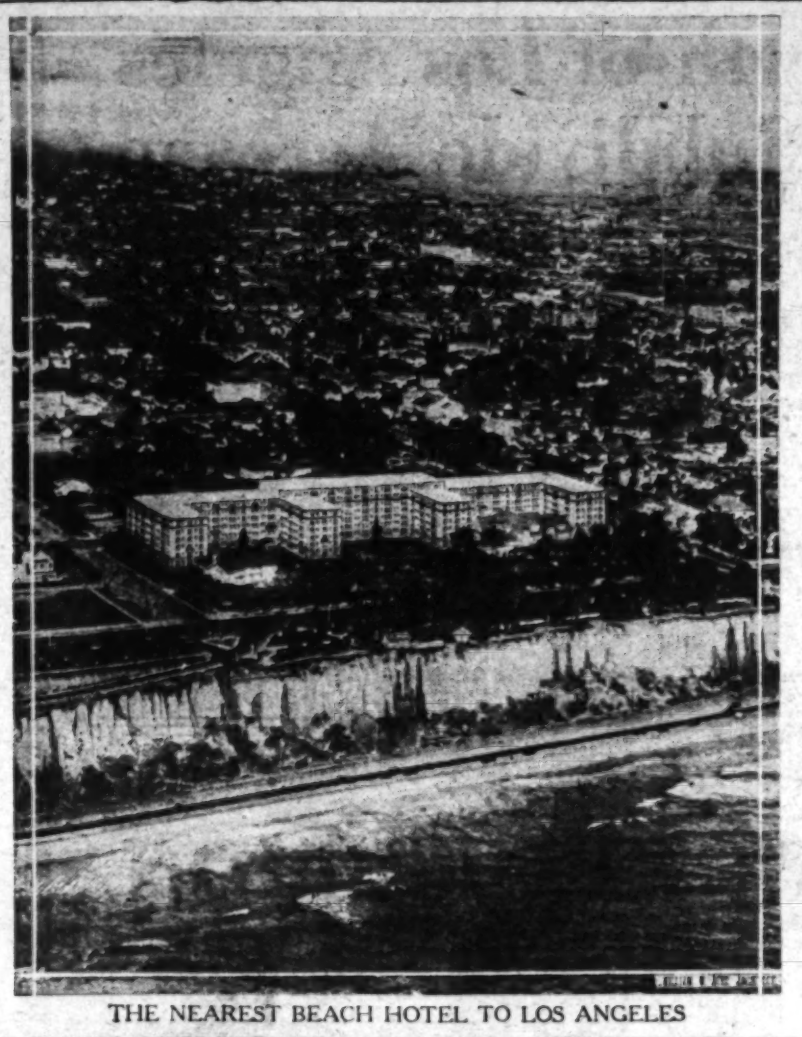
Building permits issued for the entirety of 1922 amounted to $3,750,000. This figure was topped by nearly $1,000,000 at the end of September, 1923. It is generally agreed that the figures will total more than $6,500,000 for 1923.

In 1922 the total assessed valuation of Santa Monica and Ocean Park, which is under the same government, was $21,000,000. The present assessed valuation is $32,000,000, a gain of $11,000,000 over 1922.

Santa Monica's present population is nearly 32,000, as compared with 25,000 in 1922, indicating that residents are pouring into the Palisades City at the rate of 7000 per year.

Santa Monica is the entrance to Southern California on the new State Coast Highway. This smooth and spacious thoroughfare, which skirts the shores of the

One of the Show Places in California is Santa Monica's Miramar Hotel



THE NEAREST BEACH HOTEL TO LOS ANGELES

WHILE it is true Santa Monica was given a great bay nestling on the warm eastern shore of the peaceful Pacific Ocean and while it is likewise common knowledge in Southern California that it was given a wide sandy beach extending for many miles, and the palisades rising abruptly 150 feet or more above the beach, with its beautiful mountains coming down to the sea and forming a crescent coast line, with scenic wooded canyons and running brooks, it is equally as true that Santa Monica's Miramar Hotel is recognized the world over as typifying California among all the hotels of world-sung far West.

Santa Monica's Miramar sprang into being as a result of the silver that poured from the justly famous Comstock Lode mines of the early '70's. The main building, which is a group of five, was formerly the residence of the late United States Senator Jones of Nevada, erected after the Comstock Lode made him a millionaire. For nearly a quarter of a century this most imposing, tree-enshrined building has been one of the great show places of the Golden State. Notables from every quarter of the globe have been entertained here.

Of far greater importance at this time is the fact that the same spirit of hospitality that made the Miramar famous the world over in "Bonanza Days" prevails today and as a consequence is the secret of its present-day splendid success.

Plans which have been accepted call for a seven-story sixth building to be added to the Miramar group. The proposed building will occupy the center of the park and command an unobstructed view of the Pacific Ocean. When finally completed this sixth building will contain 700 rooms each with a private bath. Present plans call for construction in units and the erection of the first unit—containing 100 rooms—is being pushed to completion. Each room will be provided with hot and cold water and piped-in salt water from the ocean for bathing purposes.

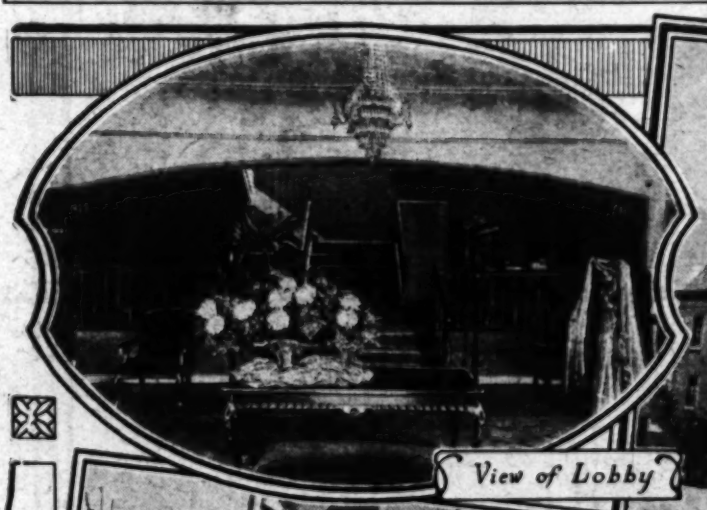
In the selection of furnishings cost has never been considered at the Miramar. Everything is commensurate with the exclusiveness of its patrons.

Miramar cuisine is incomparable. Perfect cooking and service with nothing spared delights and satisfies the most exacting.

The Miramar is just thirty minutes by automobile and forty-five minutes by electric car from the heart of Los Angeles. It is the closest hotel to the metropolis.

Miramar acreage provides a miniature putting course of eighteen stations and its guests have the privilege of the most exclusive golf club. Amusements of Ocean Park and Venice are within two miles by beach sidewalk tramcar.

THE CHATEAU IN WILSHIRE



View of Lobby

One Hundred North Kenmore Avenue

The Entrance Approach

HOME! This single word, with every atom of its meaning, its every association, constantly dominates our thoughts; it means comfort, peace, happiness and rest; its association revolves around relationships that make life worth the living. To make life worth living then, you must have the freedom of a home—must feel at home, and thoroughly contented. Here is just where the Chateau in Wilshire, One Hundred North Kenmore avenue, Los Angeles, can serve you.

The Chateau is a two-story, fireproof, steam-heated concrete structure, located in the exclusive Wilshire District, standing away from street-car noises and other traffic. Adjacent buildings are fine homes. Completed late last year, the Chateau embodies every conceivable modern feature to make life homelike and enjoyable. The quality and tastefulness of its furniture, furnishings and equipment create an atmosphere of quiet refinement.

The Chateau contains single and double apartments with two private bathrooms, the furnishings of which are of equal quality and beauty throughout, suites differing only as to location in the building. Living-rooms are airy light and in many are twin beds. In every item of furnishings is the touch of home. All apartments contain spacious dressing-rooms, with commodious drawer space and mirrors. All bathrooms are decorated in beautiful effect. The mattresses, blankets and linen on each bed are of highest quality. The kitchens are marvels of convenience, fully equipped to the smallest item, with chinaware and utensils, including plate silverware. Weekly and daily maid service is included.

As its general view indicates, Chateau is French renaissance in design. Its entrance approach carries out the Chateau blending with its cheery well and bucket.

The Chateau was designed and furnished by Mr. and Mrs. E. Liebke. It is managed by Mr. and Mrs. I. C. Trow.

the city, while the Pacific Electric maintains hourly service to Los Angeles and the beaches. La Verne adjoins Pomona on the northwest and shares many of her advantages.

The city is adequately served by three churches, and has just completed the construction of a $50,000 grammar school, while it shares with San Dimas the Bonita Union High School, midway between the two places. Two banks have large annual clearings, while the business men are very progressive and prosperous.

liner. The popular Hacienda Country Club draws much of its membership from Whittier.

Ten thousand acres of citrus land joins the city. The Santa Fe Springs oil fields have undoubtedly added greatly to Whittier's prosperity and the municipality itself is rocky.

Norwalk. There are modern stores and markets here, and one bank, which will erect a $50,000 building in the near future. Many fraternal bodies have organizations here. There is a Woman's Club and a well organized Chamber of Commerce.

Norwalk, "The Community of Opportunity," is sixteen miles from Los Angeles. Pacific Railway. Business doubled in this community during 1923. New banks, stores and all essential shops are housed in handsome new buildings and modern

during the period of the war millions of dollars' worth of steel ships, passenger and freight vessels and Unified States submarines were constructed here.

The oil strike, which has brought about a tremendous transition on Signal Hill, and made Long Beach famous throughout the country as a principal productive center of petroleum, came in the spring of 1921. The oil industry and allied activities are still growing swiftly. Already they have brought millions in wealth to residents of this community and the municipality itself is rocky.

Pacific, is said to be among the most scenic in the world. It extends from San Diego on the south to Eureka on the north and passes directly through the business and amusement heart of the city.

Wide sidewalks, flanked on the one side by waving palm trees and on the other by velvet carpets of grass, make walking a pleasure.

Santa Monica is connected with the outside world by four of the most scenic and best-paved boulevards in the State. These are National, Wilshire, Pico and Santa Monica boulevards.

An elaborate system of electric lighting has just been completed for the latter thoroughfare, which has won for it the pseudonym of "The Great White Way."

At present a project is under way for the construction of a yachting harbor for the city. This, in addition to the numerous tennis courts, superlative golf links and polo grounds which the city now boasts, will undoubtedly turn the eyes of the sporting world to Santa Monica.

Santa Monica has an elaborate school system, representing an investment of more than $2,000,000. Its school plants are modern in every respect and the teaching staff is among the most efficient in California.

There are two public libraries, with over 60,000 books in circulation.

Santa Monica owns its own water system and has electric-lighting facilities which are of the very best.

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Venice-of-America

VENICE-OF-AMERICA, the versatile city of 1000 attractions, is the Bohemian spot of the West. It is the recreation mecca of the entire world. Here the young and old, the rich and poor, mingle together in a harmonious spirit of friendly happiness.

In 1904 Venice was a waste of salt-water marshes and sand dunes. Thanks, however, to the perseverance and foresight of its founder, Abbot Kinney, it has blossomed forth in ten short years as one of the most thriving and prosperous communities of the Southland.

While primarily a playground, decked with a gala array of unique amusement attractions, Venice has, in the past few years, made rapid gains in community development.

Venice was conceived as a chautauqua center, but because of its ideal location, equable climate, sunny days, gentle surf and fresh, clean strand, coupled with natural facilities, and a civic spirit of determination, the "chautauqua center" is rapidly taking the form of a progressive city of homes, businesses and industries.

At birth, Venice had a population of 304. Today its permanent population is between 20,000 and 25,000 souls. And reports show that the greatest boom in its history is now on.

Bank clearings climbed the first quarter of 1923 from $3,000,000 to $5,000,000 monthly, and by the fifth month had reached the $8,000,000-per-month level.

Venice stands among the twelve highest cities of Southern California, regardless of size, in the issuance of building permits. Total permits issued for the first nine months of 1923 reached the $2,016,988 mark.

Venice's assessed valuation is estimated by the City Assessor at $17,268,834. Its bonded indebtedness has never been above $70,000.

Venice has a school system valued at more than $2,500,000. Its new high school and junior high school plant alone represents an actual outlay of $1,000,000. Its school population today is more than five times the population of the entire city in 1904.

In co-operation with Culver City, Venice is backing a movement to widen and beautify Washington Boulevard, making it one of the most beautiful thoroughfares in the world.

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Hermosa

FROM a small community of homes, where Southern California residents dreamed away the summer, into a throbbing, busy city is the transformation wrought in Hermosa Beach. The city is at the northern edge of Redondo Beach, where the curve of the bay straightens a bit to make its long sweep toward the cites of Ocean Park and Santa Monica. There is a fine beach, a municipal pier and pleasure pavilion.

The city has been improved with paving, new lights, store and office buildings, banks, two theaters, publishing houses and many homes. The total of building permits for 1923 reached $1,000,000. The new year sees another improvement in the building of the clubhouse for the Surf and Sand Club, a family organization with 600 members. The building will cost, according to plans, $500,000.

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Ocean Park

OCEAN PARK, while an integral and working part of the municipality of Santa Monica, has accomplished the impossible. It has, despite its consolidation with Santa Monica, maintained an individuality as one of the world-famous amusement centers.

Ocean Park is Santa Monica's playground. Located midway between that city and Venice, it has attained a position in the amusement world which compares favorably with that of Atlantic City and other famous eastern resorts.

Its two monster amusement piers are perpetually a phantasmagoria of life, color and excitement. Unique entertainment devices, modern theaters, thrilling amusement attractions, inviting cafes and broad expanses of crystal sands have all united to gain the enviable position it now holds.

Ocean Park is the seat of a giant municipal auditorium which would do credit to a city many times her size. This monster edifice, which has a seating capacity of more than 2500, was erected at a cost of nearly $350,000.

It is situated in the heart of the city's amusements on one of the piers. It is of modified Moorish architecture and is of an impressive appearance.

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Manhattan

MUNICIPAL effort to give the residents and visitors of Manhattan Beach opportunity to enjoy the seashore marked the civic activity of this place during the past twenty months. A fine concrete pier was erected a few years ago and the city has more recently added a pleasure dome at the ocean end, while a $6000 waiting-room at the entrance has just been completed. The has erected a similar building on the other Manhattan Beach Development Company side of the pier.

Manhattan Beach lies toward the middle of Crescent Bay. It has a fine beach, long, shallow and clean, where bathing and surf fishing are enjoyed. Known as a resident section, many new homes have been built this year. In the business section new store and bank buildings have added to the attractiveness. The streets are lighted by an ornamental lighting system, both along the water front and through the main section. Five miles of new paving was added last year.

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El Segundo

THE continued growth of El Segundo, situated sixteen miles from Los Angeles, near the ocean, on the Santa Fe and Pacific Electric railroads, is responsible for its transformation into an ideal Southern California city.

A few years ago El Segundo was a dot on the coast. At the present time it maintains the biggest oil refineries in the State. With such rapidity have newcomers flocked to this thriving community that in many instances it is impossible to obtain residence, with a result that a wave of building has been experienced. During the first nine months of 1923, permits in excess of $159,000 were issued. The figures are a decided increase over 1922, according to records compiled in the building department.

An increase in the assessed valuation of properties for 1923 is also reported over 1922, amounting to more than $13,000,000.

El Segundo is noted through the southern sections of the State for its unusually fine highways and streets. An effective paving program has recently been completed. New ornamental lighting systems have been installed, completing a civic beautification project started some months ago.

Negotiations have recently been completed whereby the city has purchased the privately owned water systems and a new municipal water plant is now under course of construction. More ample fire protection, with larger hydrants, is to be installed, according to the specifications submitted.

The population of El Segundo is rated at more than 3000 inhabitants. Children in the community are given an excellent opportunity to receive an education. Modern grammar-school systems are maintained, with up-to-date buildings and equipment. Recreation grounds, a safe place for the children to spend their leisure moments, are kept in connection with each school.

Real estate comprises one of the chief occupations of many residents of El Segundo. Practically every available section of land has been subdivided. Increased sales are reported by leading realtors daily.

Affiliated with the different civic organizations successful in putting the city's forward strides before the country at large are several clubs organized to work in connection with the different municipal bodies. It is this spirit of co-operation that allows the city to continue socially, industrially and financially, in perfect harmony.

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Redondo Beach

DESCRIBING California always means mentioning climate, but in Redondo Beach, the kindness of Nature brings perfect weather, to the extent that the infrequent storms hold a counter-attraction through sheer novelty. Redondo Beach cuddles down on the low cliffs bordering the Pacific toward the southern tip of Crescent Bay.

The surrounding country offers many garden farms and several oil districts. To the south the broad acres of the Palo Verdes Rancho have been developed into estates of wonderful home sites.

Some idea of the city's growth is gained from the fact that she supports five banks today where a short time ago there were but two, and that the clearings show an increase of $25,000 a day over 1922. The population in 1921 was less than 6000. A census taken recently shows the total to be more than 8000.

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Seal Beach

"A HOME NEAR THE SEA," the slogan which meant so much in the development of the city of Long Beach, is transforming Seal Beach, in Orange county, from a tiny hamlet to a suburban town of rapidly increasing importance, and the year 1923 has witnessed a genuine and permanent growth in this little town on the ocean front.

Although located in a different county than that in which Long Beach is situated, Seal Beach, a scant six miles to the east of the larger city, is rapidly becoming a "suburb" of the latter. Soaring real estate prices and inability to secure suitable locations for homes near the beach front in Long Beach are sending hundreds of home-seekers to Seal Beach, where an extensive stretch of sand and ocean-breakers is rapidly being fronted with new homes.

Seal Beach, which sprang into being as a resort town, the night life of which has attracted thousands of visitors to the brilliantly lighted cafes and dance halls, is rapidly changing. The dance halls and cafes continue to flourish after a fashion, but earnest men and women whose homes and property are there have striven to build their town on something more substantial than a "white lights" foundation.

How well they have succeeded is shown by the increasing demand by homeseekers for building lots. Subdivisions in and around the town have sold rapidly during the past year, street improvements have followed in rapid succession with other developments, and Seal Beach is rapidly forging to the front rank of beach towns.

Catalina Island

SO ENTHUSIASTIC has William Wrigley, Jr., owner of Catalina Island, become in the development work on the island as a pleasure resort, that early last November he announced that he would spend almost $2,000,000 for improvements during 1924.

Through the Santa Catalina Island Company, Mr. Wrigley, in 1923, spent almost $1,000,000 in buildings, pipe lines, streets, etc. Immediately after the 1923 season closed, engineers commenced the work of bringing water from Middle Ranch, a distance of twelve miles from Avalon. With huge pumps the water is driven to the summit, an altitude of 1465 feet, and then there will be a gravity fall to Avalon.

The cost of this improvement is said to be almost $1,000,000, and when the system is in thoroughly satisfactory working order, about June, 1924, the financier plans to turn it over to the city of Avalon.

Many buildings have been erected in Avalon during the past year, and one of the projects for the coming season is the removal of Tent City to Pebble Beach. It is also announced that early in the spring the Wilmington Transportation Company will add a new steamship to its fleet of vessels plying between Wilmington and Avalon. The new vessel is 326 feet in length and has a sixty-two-foot beam. Its speed is eighteen miles per hour.

One of the chief attractions to the visitor approaching Avalon is the "Mountain of Scarlet Flowers," planted by Mrs. Wrigley's gardeners to commemorate the death of the late President Harding.

Beverly Hills

WITHIN sight of the city of Los Angeles and the sea, where the heat of the noon-day sun is tempered by the cool sea breezes, six miles away, is "Beverly Hills, the Beautiful."

Almost entirely surrounded by the city of Los Angeles, the city of Beverly Hills chose to remain independent, and its growth during the past year has kept pace with the prosperity of Southern California.

This townsite was a part of the Rancho Rodeo de las Aquas—the Ranch of the Round-up by the Waters. Here, about a large sycamore tree, which is still standing, the herds of cattle were driven and rounded with the tree for a hub. The clear, cold water of Coldwater Creek, which was the only living water in the surrounding country, furnished water for these herds.

Eight years ago the town was incorporated. At that time there were 500 residents. Now the population is 4000. All street improvements and ornamental lights are in. There are more than thirty miles of paved streets in the city, which covers more than 3000 acres. There are four highways by which one can easily reach the city or the beaches. A fifteen-minute car service gives the residents all the privileges of the city, while enjoying a country-home life.

There are two banks, excellent markets and all of the essential shops housed in artistic buildings.

Bonds in the sum of $640,000 have been voted for the purchase of the local water service, the erection of a City Hall, machinery for street repairing and for sewage disposal and incinerator.

There is an excellent grade school, housed in a building of architectural beauty, which harmonizes with the residences of this home city. There are now 500 children enrolled. It is expected that during the ensuing year another school building will be erected in the southern section of the city. The high school students have the privilege of attending either the Los Angeles High School or that at Hollywood.

A lot at the corner of Santa Monica Boulevard and Rodeo Drive has been purchased for a building site for a house of community worship. Funds are now being raised and plans made for the erection of an edifice which will harmonize with the natural landscape advantages and with the other buildings of charm of design and skill so manifest in Beverly.

Torrance

INDICATIVE of the strides made by Torrance, the building permits for the year 1923 totaled $1,750,000. This amount will seem doubly large when it is realized that the population of Torrance is approximately 5000. But a condition exists in Torrance, that possibly does not exist in any other city in California; only about half the men who work in the great industries in Torrance live there, because of the shortage of houses and adequate living quarters.

As though a factory pay roll of between $400,000 and $500,000 per month were not sufficient for one small city, the Torrance oil field, discovered two years ago, has, in the past twelve months, been swept forward in its development until the pay roll of the oil workers alone is now between $300,000 and $400,000 per month.

The capacity of the Torrance schools has more than been doubled by the addition of two large wings to the high school building, the erection of an auditorium and shops, and the building of an elementary school. Across the street from the school grounds, the First Methodist Episcopal Church of Torrance has built a $20,000 house of worship.

The Santa Fe Railroad is playing a big part in the future of Torrance and, during the latter months of 1923, has succeeded in grading the harbor line through from El Segundo as far as the Kettler Ranch on the south side of Torrance. This line passes through what is believed will be the heart of the oil field and will facilitate the handling of oil-well supplies, and also give the city of Torrance its first direct steam-line connections with the East.

Soldiers' Home

IN 1887, Congress selected and purchased an acreage, twelve miles from Los Angeles, for the Pacific Branch of the National Home for Disabled Volunteer Soldiers for the care of the surviving heroes of our country's wars.

There are more than 100 buildings on the grounds, which consist of 722 acres, of which 412 are cultivated as farming land, and that remaining is in beautiful lawns and uncultivated ravines and hills. There is a well-cared-for cemetery of more than forty acres, in which are sleeping 6000 dead.

In the home are more than 4000 men, including World War veterans and veterans of the Spanish-American War, Indian wars, as well as the Civil War. The membership is the largest of any of the ten national homes, and the office personnel is also larger.

An appropriation in 1920 of $250,000 by Congress for a modern tuberculosis hospital has been utilized. And this hospital of two stories, with the most modern facilities, is segregated from all other buildings, the nearest one, the postoffice, is a quarter of a mile distant.

A sun room in the tubercular hospital is set aside for the classes in vocational training. There are ten instructors for this work. Other classes are conducted in buildings near the general hospital.

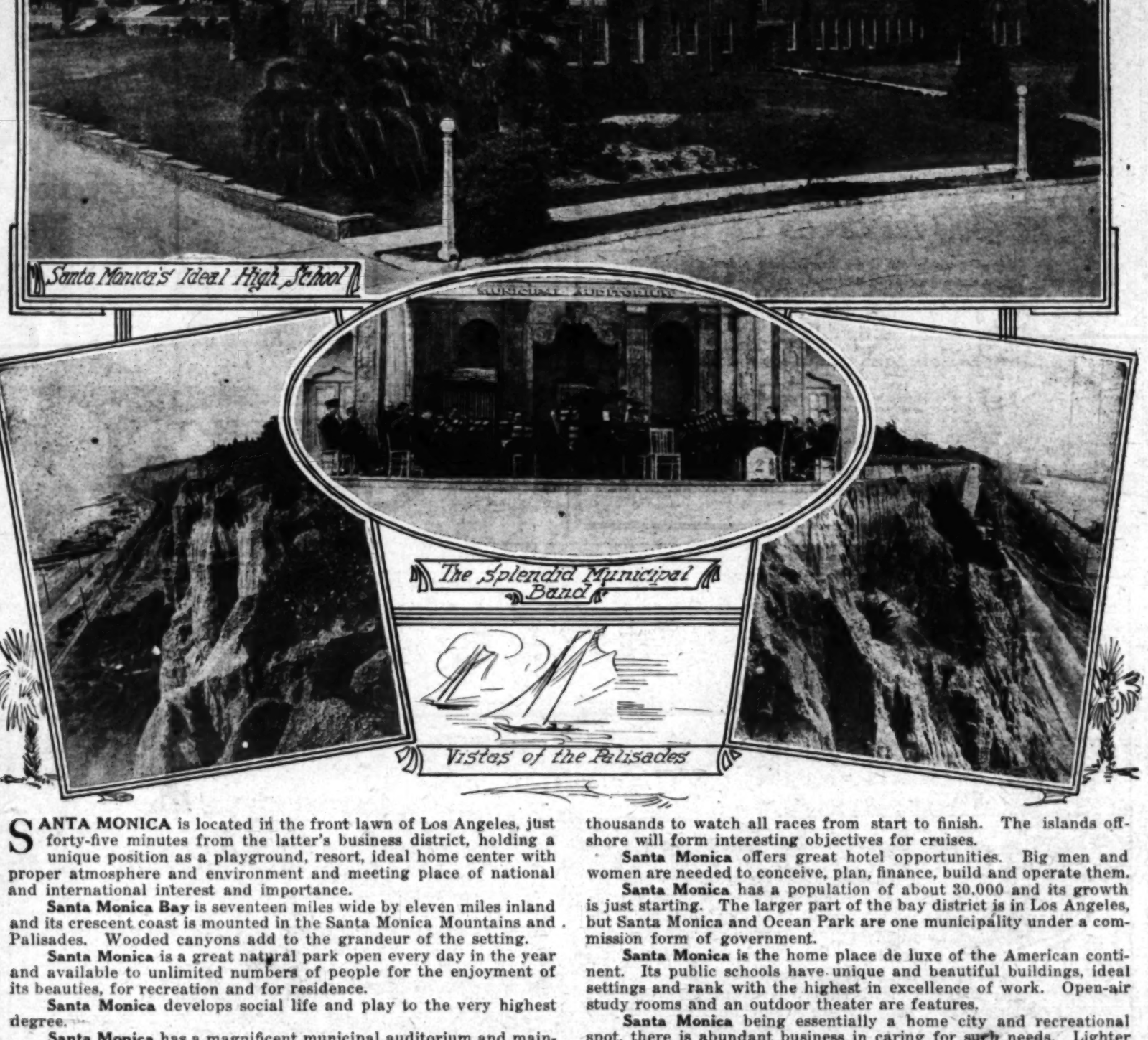
The general hospital has all of the modern equipment, with an elaborate X-Ray and other electrical appliances. During the past year there was an average of 1163 on the sick list a day. About half of these were sick in their quarters. Only 640 were on the hospital lists, which includes the tubercular hospital.

During the past year additions and remodeling have been made to the nurses' dormitory, costing $65,000.

Vegetables, fruit, honey and hay are raised on the farms, the veterans who are able doing the work. A cannery is operated, preserving fruit and vegetables for winter consumption, and there is a surplus which is sold and a profit realized.

There is a well-equipped library with more than 12,000 books. It is conducted as systematically as that of any city library. Many daily papers and magazines are subscribed for and many are donated.

SANTA MONICA is HOME SWEET HOME



SANTA MONICA is located in the front lawn of Los Angeles, just forty-five minutes from the latter's business district, holding a unique position as a playground, resort, ideal home center with proper atmosphere and environment and meeting place of national and international interest and importance.

Santa Monica Bay is seventeen miles wide by eleven miles inland and its crescent coast is mounted in the Santa Monica Mountains and Palisades. Wooded canyons add to the grandeur of the setting.

Santa Monica is a great natural park open every day in the year and available to unlimited numbers of people for the enjoyment of its beauties, for recreation and for residence.

Santa Monica develops social life and play to the very highest degree.

Santa Monica has a magnificent municipal auditorium and maintains one of the largest and best bands performing twice daily every day in the year except Mondays. The daily concerts are free to the general public.

Santa Monica bids you to become one of the hundreds of thousands of people who will have beautiful homes here. Magnificent estates abound and splendid hotels furnish the center of social life or for quiet retreat.

Santa Monica's Pacific Palisades will soon have an additional municipal auditorium capable of seating 5000 people and a peace temple is planned for one of the foothills, overlooking land and sea.

Santa Monica was selected by the Southern California Methodist Episcopal Conference after examining all localities in Southern California in which to build an ideal city of homes, a place for conferences and for the Chautauqua of the Pacific. The conference purchased 1100 acres in Santa Monica to carry its plans to completion.

Santa Monica Bay is destined to be the center of interest for people who love the water when its breakwater and yacht harbor are completed. The palisades, plateaus and mountains will permit thousands to watch all races from start to finish. The islands offshore will form interesting objectives for cruises.

Santa Monica offers great hotel opportunities. Big men and women are needed to conceive, plan, finance, build and operate them.

Santa Monica has a population of about 30,000 and its growth is just starting. The larger part of the bay district is in Los Angeles, but Santa Monica and Ocean Park are one municipality under a commission form of government.

Santa Monica is the home place de luxe of the American continent. Its public schools have unique and beautiful buildings, ideal settings and rank with the highest in excellence of work. Open-air study rooms and an outdoor theater are features.

Santa Monica being essentially a home city and recreational spot, there is abundant business in caring for such needs. Lighter industry and construction work find a warm response here.

Santa Monica is decidedly proud of its churches, eight sects having magnificent structures.

Santa Monica's transportation includes the very best electric service and several paved boulevards to Los Angeles, with a Coast Highway being constructed to Santa Barbara.

Santa Monica enjoys every elevation from sea level to 2000 feet.

Santa Monica's water supply is snow water from the High Sierras, filtered through sand.

Santa Monica is destined to be society's center, gathering place, playground and promenade on the Pacific Coast because it is so close to all activities of outdoors and Los Angeles with every recreation at hand.

Santa Monica offers homesites and property investments at this time in the early stages of upbuilding development. Santa Monica and its Pacific Palisades are very busy developing. Southern California has many wonders and delights, but Santa Monica is the only place where everything is brought together in one spot.

For complete information come to Santa Monica or addresss City Clerk, Santa Monica.

San Bernardino County's Great Development

Population Increase of 30,000 in Year; Assessed Valuation Jumps $8,000,000; Wonderful Progress Made

IN THE foremost rank of counties of Southern California, San Bernardino county's progress for 1923 is reflected in the $8,000,000 increase in assessed valuation of its property and the 30,000 increased

is one of San Bernardino county's foremost fruit districts. Yucaipa apples are known throughout the United States for their flavor and size. Comprising 20,000 acres of tillable soil, Yucaipa Valley produces fruit

Advertisements—Business Announcements, Enterprises, Real Estate, Commerce.

[Under this general heading appear on this and succeeding pages of the Midwinter Number various authorized business announcements, together with descriptions of industrial and building enterprises, the nature and responsibility for which are shown in the notices themselves.]

BOOS BROS.
Quality food, cleanliness, good service

GIANT RACING COASTERS
"The "Bobs," besides being one of the long-

"BILTMORE FLOWERS"
One of the most unique and original flow-

JOHN G. FERGUSSON
Recognized as a diamond authority, fully

-trees

400 years old

Time alone produces these masterpieces of nature

Verdugo Woodlands has *hundreds* of them

Towering sycamores, noble old live oaks, swaying alders and verdant willows! Where else adjacent to Los Angeles can you find them in such numbers? Tree experts estimate their value at $500 to $5000 each—and you pay nothing extra for them at Verdugo Woodlands. Trees 100 to 400 years old are scarce in and around Los Angeles. Here is your *LAST OPPORTUNITY* to buy beautiful villa sites *with magnificent trees and running streams* for no more than the cost of ordinary residence property.

Only five minutes by auto from the center of Glendale —the fastest growing city in the United States.

Villa Sites adjacent to beautiful Oakmont Country Club.

F. P. Newport Company
LOS ANGELES
Second Floor Central Bldg.—108 W. 6th St.
Phone 875-051

BRANDSTATTERS

BRANDSTATTER'S CRILLON cafe
Eighth St. Near Broadway

The ultimate in service and refined surroundings

ACCADILLY Coffee Shop
Seventh St. near Hill

Open all night

Brandstatter's famous foods at -popular prices-

"The favorite of all"

Café BRANDSTATTERS MONTMARTRE
HOLLYWOOD BLVD. near HIGHLAND

The Center of Hollywood Life *Dancing*

Coffee Shop *in* connection.

Open all night

"TRY THE BEST AND YOU WONT CARE FOR THE REST"

Victor Girard

Community Builder

Walnut Park **West Adams Place**

The Town of GIRARD

DURING the progress of these various developments, we have transported by auto bus 250,000 people through the most interesting parts of Los Angeles and have established in their minds a firm confidence in the wonderful future of Southern California. The success of our business is founded upon this confidence. Consequently we have endeavored to make an **enthusiast** of every guest on these auto tours. Hundreds of families have bought homes and located here. To these people we have sold $12,000,000.00 worth of property in and near Los Angeles (over 9000 buyers) and have caused $3,400,000.00 to be redistributed yearly. Nearly $2,000,000.00 of this money has been brought in from outside the State.

We have built houses, constructed streets, executed elaborate beautification plans, installed public utilities, extended transportation facilities, employing as many as 600 people whose earnings have been spent in Southern California. Associated with the Girard organization in this work are many of the most able business men in the West. The list includes

MARCO H. HELLMAN
Vice President Merchants' National Bank

ROBERT H. PARKER
Capitalist

L. D. SALE
President Western Wholesale Drug Co.

FRED L. BAKER
President Baker Iron Works and L. A. Shipbuilding and Drydock Corp.

A. R. PECK, JR.
President Anaheim Sugar Co.
President L. A. Speedway Assn., Etc.

LOUIS M. COLE
President Royal Packing Co.

IRVING H. HELLMAN
Vice President Heilman Commercial Trust and Savings Bank

JOSEPH TOPLITZKY
Capitalist

S. F. MACFARLANE
Attorney

JAMES A. TALBOT
of San Francisco
Vice President Western Pipe and Steel Corporation
Vice President Southwestern Shipbuilding Company

M. W. SHACKELFORD
Vice President Lockwood-Shackelford Company

H. HARRISON
Capitalist

J. F. MURPHY
Capitalist

A. B. CASS
President Southern California Telephone Company

BENJAMIN E. PAGE
Attorney-at-Law

GEORGE E. HAZARD
Burroughs Adding Machine Co.

C. R. BELL
Vice President and General Manager Heilman Commercial Trust and Savings Bank

The main offices of Victor Girard are located at 111 West Fourth St., Ground Floor of the H. W. Hellman Building. There are 12 city branch offices and 12 "out-of-town branches" in the larger towns of Southern California.

San Bernardino County's Great Development

Population Increase of 30,000 in Year; Assessed Valuation Jumps $8,000,000; Wonderful Progress Made

By thousands of new homes—monuments of prosperous communities—by the thousands of acres in cultivation, by the activity of its industries and its crops, San Bernardino county's development for 1923, the greatest in its fifty years of history, is told.

Again the work of the farmer, the skilled craftsman and tradesman is reflected by home-building. Producing one-fourth of the citrus-fruit crops of the world, offering opportunities to the agriculturist, the mechanic and professional man, San Bernardino county's population increased by 30,000 persons, it is estimated by statistics.

Better years have been experienced by the farmers, but never in the history of the county did progress reach the mark set in 1923. The assessed valuation alone jumped nearly $8,000,000, and in every city in the county and in unincorporated communities, property values increased heavily, due to the general wave of prosperity, the thousands of new settlers from Eastern States and development projects. In Ontario, Redlands, Colton, Rialto and Upland, thousands of new homes are telling the story of progress.

Nineteen-twenty-three was San Bernardino's greatest year.

IN THE foremost rank of counties of Southern California, San Bernardino county's progress for 1923 is reflected in the $8,000,000 increase in assessed valuation of its property and the 30,000 increased population.

Industry, second in rank to agriculture, developed greatly; thousands of men, both skilled and unskilled, being called to man the machinery in the railway shops, the cement plants, electrical factories and diversified activities. Although the citrus-fruit crop, representing one-fourth of the world's production, was not as successful as in many former years and agriculture slumped slightly, the farmers gained a harvest of gold in many districts. In the famed Yucaipa Valley apple district, the crop was one of the best in its history with a fair market price, while grapes in the Etiwanda-Cucamonga vineyards brought better than the average price, adding millions to the county's prosperity.

First units of the $2,000,000 expansion program in the Santa Fe shops at San Bernardino were constructed, marking the beginning of a new era of industrial activity in Southern California, as the personnel of the shops will be doubled with the completion of the projects. And the worker—the common citizen—prospered, for thousands of new homes throughout the entire county are monuments to better communities. Millions were spent in home and business-building structures.

Forced by the rapid growth of its residential and business districts to expand, San Bernardino annexed thousands of acres lying north of the city toward the mountains during 1923 as its greatest record of home-building, civic and industrial development wrote history.

With its increase in population, San Bernardino literally swelled beyond its boundaries. In the annexed district, already hundreds of homes are occupied or under construction. Building permits for the year reached the $4,000,000 mark, nearly $1,000,000 larger than during 1922. Seven miles of streets were paved and twice that distance in new streets in residential districts was opened through lands heretofore devoted to agriculture.

In Pioneer Park, the new municipal auditorium, a $250,000 structure, one of the finest civic buildings in Southern California, was dedicated in September. The auditorium, with a seating capacity of 3000, is of imposing, stately architecture, and is situated in the center of the city's most beautiful park.

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Many New Buildings

IN THE business district, the Gentry Building, the Southern California Ice Company's plant, the W. P. Fuller Building, H. A. Hutchinson Building and a dozen structures of smaller size were erected at the cost of more than $1,000,000. It was estimated that 1500 new homes were constructed during the year.

Construction of the $70,000 pipe and tin shop, the first unit of the Santa Fe Railway's $2,000,000 expansion program for 1923-1924, began late in August. The building program includes four units, doubling the capacity and employed personnel of the mechanical department, now the largest repair terminal on the Santa Fe lines west of Topeka, Kan. During the year, the $225,000 power plant and $210,000 blacksmith shop, units in the 1922 program, were completed.

San Bernardino's monthly industrial pay roll is approximately $1,000,000.

The Southern Pacific and Pacific Electric lines employ hundreds of men. On the Union Pacific lines, there are nearly 400 employees of San Bernardino, practically all of whom are in train service, the railway maintaining its repairing facilities at Los Angeles, but using the Santa Fe's transcontinental lines through Cajon Pass.

San Bernardino is the terminal of a network of electrical interurban lines, steam railways and highways serving the fertile agricultural districts of the valley and Redlands, Colton, Rialto and Highland.

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Population Statistics

BASED on school-attendance statistics, San Bernardino's population is 29,000. On the opening day of the 1923-1924 school year, 5346 students were enrolled in the high, junior high and elementary schools. A bond issue for a $300,000 junior high school building to be erected at Eighth and E streets has been called and will be submitted to the voters early in the year. The city's educational system is accredited by State experts to be among the best in the State. There are fourteen churches in the city.

Bank clearings average $7,100,000 monthly.

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Pleasure Resorts

ONE of the most-famed playgrounds in Western America is the San Bernardino Mountains, and the site of the $3,000,000 Lake Arrowhead resort, Big Bear Valley, which lures thousands of Southern Californians every year.

In the mountains, $500,000 was invested in roads during 1923. The Federal Road Bureau, co-operating with the State, constructed the Deep Creek cut-off, a road linking Big Bear Valley at the dam with the Rim-of-the-World Road, near Fredalba, cutting several hours off the running time into Big Bear Valley and reducing the mileage. This link in the chain of mountain highways connects with a $7000 road in Bear Valley around the north side of the lake and the county is erecting a bridge across the huge concrete dam in the valley, completing the scenic drive around the lake. Another road, the Big Bear Valley Boulevard, will be paved late in the year at an estimated cost of $225,000.

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Lake Arrowhead

LAKE ARROWHEAD, one of the most beautiful mountain resorts in California with its inns and homes of the quaint old English architecture, was visited by thousands of vacationists during the season. Under construction are a score of homes owned by wealthy Southland residents who answer the call of the out-of-doors. Fishing in the lake attracts the sportsmen.

Eleven subdivisions were opened in the mountains, all within an hour of San Bernardino, during the year, and hundreds of summer homes constructed. More automobiles annually enter the San Bernardino Mountains than any national park in the United States, statistics compiled by the traffic bureau show.

Big Bear Valley, long one of the best-known resorts in the mountains, experienced a wonderful year, thousands of visitors being in the valley all summer.

With the opening of the new winter road into Lake Arrowhead, via the desert, the valley will be accessible throughout the winter months, affording winter sports to Southern California residents. The road was built by the Lake Arrowhead Syndicate at a cost of $85,000.

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The Orange Show

SAN BERNARDINO is the home of the National Orange Show, one of the State's expositions devoted exclusively to the citrus industry. The Orange Show, "California's Greatest Midwinter Event," yearly attracts thousands of visitors to wonder at the glamour and gasp at the beauty of the orange when used for its golden color in exhibits.

Last year the Orange Show acquired a permanent home, a forty-acre site near the center of the city on three highways and an electric line, affording adequate transportation to the 400,000 visitors. In 1923 this was the attendance mark.

California's choicest citrus fruits are exhibited at the exposition by growers who vie for the awards of the show, recognized as a mark of merit to the grower. In connection with the show, the California Citrus Institute, comprising the leading growers and experts in citrus culture, is held annually.

The Orange Show is housed under three mammoth tents, giving the show the thrill and lure of the circus. The Fourteenth National Orange Show, to be held in February, 1924, is expected to eclipse all former expositions in attendance and beauty.

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Growth of Ontario

SHOWING a growth as phenomenal as any community in the county, Ontario is San Bernardino county's "second city." In the heart of the most fertile agricultural district, Ontario's wealth is counted by its deciduous and citrus-fruit crops, added to the production of manufactured articles.

Second only to San Bernardino, Ontario's assessed valuation gained by the hundred thousands in 1923. Its streets are wide, well-paved, and it is the southern terminal of Euclid avenue, eight miles long, stretching up to the mountains, a two-road street, with a continuous park in the center. The streets are lined with pretty homes, hundreds of which were erected in 1923.

Ontario is the home of the Chaffey High School and Junior College, two of the best educational institutions in Southern California, noted for their courses in agriculture. More than 1200 pupils from the districts, in a fifteen-mile radius, are enrolled in the two schools. Beautiful churches and parks add to the city's attractiveness.

Four canneries, operated by co-operative marketing associations, and eight citrus-fruit packing-houses supply employment for hundreds of men and women throughout the year. Ontario is the home of the Edison Hotpoint Company, the electrical appliances of which are marketed throughout the United States. The factory employs 1000 skilled workmen, practically all of whom reside in Ontario. The city is on Valley Boulevard, thirty-seven miles from Los Angeles, and is served by the Union Pacific and Southern Pacific railways.

Ontario's canneries pack more deciduous fruits than any other city in Southern California. Citrus-fruit shipments total 1000 cars annually.

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Thriving Upland

IN THE shadows of Cucamonga Peak, one of the highest and most picturesque mountains in the south, lies Upland, two miles to the north of Ontario. Upland is another business center of the rich agricultural district, a shipping center for citrus-fruit growers. The city boasts of a thriving business, beautiful parks and homes. The best lemons in California are grown in the Upland district.

Upland is on Euclid avenue and served by the Santa Fe Railway. It is also on the Foothill Boulevard between Los Angeles and San Bernardino. Few cities in the south can boast the wealth per-capita resident as Upland. It is also noted for its churches and schools.

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Chino Prospers

"WHERE EVERYTHING GROWS" is the slogan of Chino and the hundreds of prosperous ranchers in the district. Unlike other communities in the county, citrus-fruit growing is outranked by stock-raising and farm products in Chino. The pure-bred stock of Chino ranchers is famed throughout the West. The city has fine schools and churches and a business district of varied interests. Chino produces thousands of tons of sugar beets annually.

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Vineyard Products

AS FAR as the eye can see on the horizon, in the Cucamonga-Etiwanda district, are thousands of acres of California's finest vineyards. The Guasti and Italian vineyards are among the largest in the State, and the crops bring millions each year. The shipping of wine and table grapes to the East in the past five years has become one of the largest single-farming industries in the county.

Along the mountains and in the Cucamonga district, are some of the finest orange groves of the valley, particularly in the Alta Loma district.

Another grape-producing section is the Verdemont Mesa, thirteen miles north of San Bernardino, on a plateau skirting the foothills. Grapes in this district ripen early in the season. Delicious Muscats are grown in this district with large profits for the vineyard owners.

With its thousands of apple, pear and cherry trees, the Yucaipa Valley, seven miles east of Redlands, in the foothills, is one of San Bernardino county's foremost fruit districts. Yucaipa apples are known throughout the United States for their flavor and size. Comprising 20,000 acres of tillable soil, Yucaipa Valley produces fruit crops worth more than $2,000,000 annually. Nearly 2000 acres were set out in apples in 1923. Yucaipa is also the home of the Annual Festival of the Apple. It has good schools, churches and a handsome home of the Woman's Club.

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Rialto Development

RIALTO, a citrus-fruit shipping center, and Bloomington, marketing center for both citrus and deciduous fruits, are virtually twin cities of the valley, lying four and seven miles, respectively, west of San Bernardino. Rialto's home-building in 1923 was one of the outstanding civic developments in the county. Thousands of acres near Bloomington are set to deciduous fruits and olives. From Rialto there are 900 cars of oranges and lemons shipped annually. Rialto has seven orange-packing houses, fine schools and churches.

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Progressive Colton

COLTON, a railway center served by three transcontinental lines, is an industrial city, skirting the southern boundaries of San Bernardino and with a population of 8500. In Colton are the Southern Pacific Railway shops, employing 500 men; the Colton Portland Cement Company, with a monthly pay roll of $90,000; the Manker Shoe Company and numerous other smaller industries. Three canneries are also listed among the city's leading industries.

A beautiful, modern high school of twenty-eight rooms was erected during the year at a cost of $209,000, adding to the fine school system maintained in the city to educate its children. Colton's building activity shattered all records in the city's history, as did its business development.

The city has scores of beautiful homes and modern business structures. It is also on the Pacific Electric interurban lines.

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Redlands' Activities

CONTINUING to lead the world in citrus-fruit shipments, Redlands combines both the marketing and residential city. It is the home of the University of Redlands and the picturesque park, Smiley Heights, which is on a high hill overlooking the entire San Bernardino Valley.

Redlands is the most beautiful city in the county, with scores of estates and mansions on the sloping hills, where are the winter homes of many millionaires who migrate westward with the first fall of snow in the East. A score of packing-houses shipped 2600 cars of oranges and lemons in 1923, despite the slight slump, due to unfavorable climatic conditions for a bumper crop. Redlands has a population of 11,000, is on the Mill Creek Canyon route to the mountains, the Santa Fe, Southern Pacific and Pacific Electric railways and is rapidly becoming a center of art and music.

In Sylvan Park, a natural amphitheater, scores of musical concerts are held during the summer months. Its high school is one of the largest in the county, serving the vast agricultural districts, in which the city is located. Craft and Mission districts, famed for citrus fruit, also ship their crops from Redlands.

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Fontana Interests

SUBDIVIDING the vast Fontana lands into small farms for new settlers is developing the district, ten miles west of San Bernardino on the Foothill and Valley boulevards, into one of the richest agricultural districts of the county. Hundreds of new residents are entering Fontana, establishing poultry farms, vineyards and orange groves. Virtually all of the acreage was cleared fifteen years ago, water developed and the ground cultivated. Today it is paying handsome dividends to the farmer. The district is also noted for its citrus fruits.

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Desert Reclamation

ACROSS the mountains to the north of San Bernardino Valley is the Mojave Desert, no longer all a barren waste.

In the Victorville and Apple Valley districts are thousands of acres under cultivation, producing crops of wealth to the pioneers who went into the desert to conquer it. At Adelanto, where wather development succeeded surprisingly, are some of the best pear and apple orchards of the county.

The new Victorville Highway, a link in the National Old Trails Highway, is paved from San Bernardino to Victorville, forty-one miles, and affords transportation to the homesteaders and ranchers of the desert. The highway was constructed at a cost of $107,000. Another link is contemplated, connecting Victorville and Barstow.

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BOOS BROS.

Quality food, cleanliness, good service and a home-like atmosphere in the dining-room, are always sure winners, and perhaps no better example of what can be accomplished with this combination could be mentioned than Boos Bros.' eight cafeterias—five in Los Angeles, two in San Francisco and one in Avalon.

Employees are trained to smile and be gracious—to make each patron feel he is welcome. Money is spent with a lavish hand to insure the finest equipment and the most sanitary kitchens. Carefully selected food, prepared by experts, and kept at a high standard of excellence by the aid of a Perfecting Kitchen, presided over by a woman, are other features.

All this explains why Boos Bros. serve between ten and fifteen million meals a year, and it also offers a solution of why bankers, lawyers, physicians, business men and tourists, as well as thousands of down-town employees, patronize their dining-rooms.

Starting with one small dining-room on Second street, in 1906, the four brothers have built up a business that requires 1200 employees. Years ago the company adopted as its slogans: "Where Quality Never Varies," and "Where Cleanliness is a Habit." Out-of-town folks make Boos Bros. rest rooms their regular meeting place while in the city shopping. Nine-piece orchestras, under the leadership of Pryor Moore, furnish music at all of cafeterias.

GIANT RACING COASTERS

"The "Bobs," besides being one of the longest and probably one of the largest riding devices of its kind in the world, is recalled by people all over the world. Nobody who visits the splendid recreation pier at Venice could ever forget this wonderful coaster thriller, which is owned and operated by Frank M. Prior and F. A. Church.

Messrs. Prior and Church are heavily interested in Venice amusement concessions. Another leading feature controlled is "The Dipper," one of the long, popular speed attractions of the United States. Still a third popular coaster at this popular beach resort under the same management is the "Race Through the Clouds," which has carried in excess of 40,000 passengers in a single day.

The "Great American Riding Derby" company at Venice and a giant racer in South San Francisco are also controlled by Messrs. Prior and Church. The former is business manager of the various enterprises and the latter handles every engineering feature. Safety to patrons is his motto.

"BILTMORE FLOWERS"

One of the most unique and original flower shops in America is located in the arcade of the Biltmore Hotel and is designated "Biltmore Flowers." The owner of this shop is D. Stathatos, more popularly known as "Dan," proprietor of the Broadway Florist, one of the largest retail flower shops on the Pacific Coast.

The Biltmore Flower Shop is designed after a Tuscany Court Yard of the 17th century. The atmosphere of the store reminds one of a quaint Court Market of Italy where flowers are often sold. The refrigerator, fountain and ornamental stone work blend together to carry out the subject. The fountain with its original statue by the justly famous sculptor, Carlo Romanelli, and all stone ornaments are done in "Pietre Forte," a red brown stone, and show the decade of time. The refrigerator feature is built in to form a part of the wall structure and in no way resembles the ordinary flower refrigerator.

To take care of the needs of large clientele Mr. Stathatos operates a specially designed high class automobile manned by a liveried chauffeur and footman, which again displays the individuality of Biltmore Flower Service.

JOHN G. FERGUSSON

Recognized as a diamond authority, fully acquainted with market conditions in the United States and abroad, Mr. John C. Fergusson, Suite 206-207-208, Haas Building, this city, is one of the long-established diamond brokers of Los Angeles. Mr. Fergusson occupies a beautifully appointed suite of offices and keeps a limited stock on hand for inspection. One of his specialties is appraising precious stones of every character. Mr. Fergusson keeps in close touch with every branch of the diamond industry and he pays the highest prices for not alone diamonds but all precious stones.

Implicit confidence can be placed in all appraisements made by Mr. Fergusson. His commissions are invariably reasonable and either sellers or buyers of diamonds or precious stones will make no mistakes by communicating with or calling in person at the Fergusson offices.

With every possible facility at hand Mr. Fergusson can execute almost any demand for special stones or designs on the quickest possible time limit. His extensive acquaintance with every angle of the diamond and precious stone brokerage business is of very valuable assistance to all lovers of precious stones.

When Are You Going to Big Bear Lake Over the New Federal Highway?

LOS ANGELES

LEASING a store or building, buying business or other realty, negotiating a long term ground lease, are important activities. Either one merits your closest attention in securing a reputable firm as your representative.

We believe we are well qualified to perform such service for you.

REALTORS
BUSINESS LEASES
INSURANCE
METCALF & RYAN
SIXTH AND OLIVE
LOS ANGELES
PACIFIC FINANCE BUILDING

SPECIALIZING PARTICULARLY IN
THE MAINTENANCE AND CARE OF DOWNTOWN REALTY

THE FONTANA ESTATE

Largest Diversified Farm in the World

Offers an unequaled opportunity for a profitable country home in the leading fruit and poultry center of Southern California, only two hours from Los Angeles by automobile over paved boulevards or by electric train.

Seventeen years and $6,000,000 have been spent in developing this great irrigated property of 24 square miles, with its enormous orange and grapefruit groves, its 1000 acres of deciduous fruits, 5000 acres of vineyards and its huge poultry farm.

Tracts of Five Acres or More Sold at Lowest Prices and on Easy Terms Extending Over Five Years

Write us at once for full particulars.

Fontana Farms Co.

406 Pacific Finance Building, Los Angeles, Cal.

Fontana Farms Company

Please send me full information on Opportunities at Fontana.

Name .....

Street .....

City .....

Year of Great Activity in Riverside County

Building Permits Total More Than $2,000,000; Packing-houses and Canneries Thriving; A Year of Activity

Riverside has just concluded one of the most active years in its history, from point of building progress and general business development. This is reflected not only in its building permits, which totaled more than $2,000,000, (nearly $700,000 more than last year,) but in its postal receipts, bank clearings, real estate transactions and population increase.

One feature which, it is believed, when completed, will add to the beauty of the city and to its interest to tourists and pleasure-seekers, is the construction of a forty-five-acre lake in Fairmount Park. This project is now under way and will be completed before spring, at a cost of more than $35,000.

Riverside's citrus crop last year brought the growers more than $5,000,000 and poultry-raisers of the district received more than $3,000,000, while the deciduous-fruit raisers of the back country produced banner crops during the past twelve months.

COULD the spirits of Southern California pioneers who are gone return to this sphere, they would be amazed at how fully their visions have come true in the development of Riverside county. The city of Riverside was founded in 1870, and its development since then has been marvelous.

The union of three forces—a fine climate, fertile soil and an abundance of water—has been largely responsible for bringing about this change.

Riverside county is 200 miles long by forty miles wide, lying as a band across the southern portion of the State. The western end of this band reaches, at one point, to within twelve miles of the Pacific Ocean, while the eastern end is bounded by the Colorado River and Arizona. The county contains about 4,500,000 acres, and of this immense area only about 250,000 acres have as yet been brought under cultivation. Each year, however, the home-maker and the farmer are adding to the improved area, and are causing idle land to respond to the demand for increased production.

There probably is no other county in the State with a wider range of agricultural possibilities than Riverside. From its eastern boundary, where the Salton Sea nestles in the gray light of the Coachella Valley, 282 feet below sea level, to the pine-studded summit of Mt. San Jacinto, with an altitude of nearly 11,000 feet, is found an almost limitless range of climatic conditions. In almost every step upward, some fruit, flower, grain or vegetable is at home in native climatic conditions.

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U. S. Testing Ground

THIS county, and especially the Coachella Valley, is the testing ground of the nation. In all parts of the world, agents of the United States Department of Agriculture are searching for fruits or plants which will prove valuable to the American people, and many of them are tested in this county. There are now many strange plants and fruits being tested which may adjust themselves to these conditions, and in years to come add valuable products to the farm.

Riverside county is the early home of citrus culture, and almost every known member of the citrus family finds climatic conditions most favorable here. There are nearly 26,000 acres devoted to citrus culture in the county, calling forth its attending complement of packing-houses, picking and fumigating camps and accompanying industries. The cultivation of other fruits and nuts is also forging rapidly ahead, there being nearly 30,000 acres planted to apples, apricots, cherries, peaches, prunes, walnuts, almonds and pecans.

The county's mountains and valleys offer the most pleasing surroundings for health and pleasure resorts, all easily accessible, most of them over fine paved highways. Idyllwild, in the San Jacinto Mountains, is the best known of the resorts. Offering a most delightful change from the semitropical valleys, Idyllwild is over a mile above the sea, where majestic pine, oak and cedar-clad mountains encircle a wooded valley. It is conceded by all who have visited Idyllwild and Tahquitz Peak that for scenic beauty it is without a rival in Southern California.

Riverside county has the greatest number and variety of hot springs of any county in the Southland. These include Console Mineral Springs, located in Reche Canyon at an elevation of 2000 feet; Glen Ivy Hot Springs, seven miles southwest of Corona; Elsinore Hot Springs, a health and pleasure resort, offers a splendid combination of attractions. Murrietta Hot Springs are well known for their curative values, as are the Relief Hot Springs, north of San Jacinto; Eden Hot Springs and Soboba Lithia Springs.

Palm Springs, at the foot of Mt. San Jacinto, on the eastern side, looking out over the desert, is the mecca of tourists from all parts of the world. Here grows in abundance the only wild palms on the American continent.

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Riverside Fair is Famous

ONE of Riverside's well-known institutions is the Southern California Fair, recognized as the most notable enterprise of its kind in California, next to the State Fair at Sacramento, and even surpassing the latter in several of its departments.

Introduction of the Washington Navel orange at Riverside in the early '70's, and the leading part taken by the first settlers in the development of the citrus industry, are, in large part, responsible for the city's fame. Here were first worked out the many-sided problems of irrigation, cultivation, fertilization, packing and prevention of decay in the shipment of oranges and lemons across the continent. Most of the packing-house equipment used in the citrus industry of California was devised and is manufactured here.

Nature has closely collaborated with every human agency in making Riverside "The City Beautiful." This was the first city in the nation to employ a tree warden and place control of street trees in the hands of the city, the result being a most wonderful system of shade trees and parks.

Here, perhaps more than at any other point in Southern California, has been caught and preserved the spiritual romance of the early Franciscan fathers, whose sacred missions brought them into this promised land. The impress of padres and priests has been preserved here in a remarkable manner. On every side is mission architecture and tokens of Spanish contact and possession. The sunrise Easter Service on Mt. Rubidoux, at the foot of the Serra Cross; the Mission Inn, one of the most unusual hostelries of the world; business structures, public buildings and homes—all carry out the Spanish idea.

This atmosphere has had a strong appeal for a very desirable class of home-seekers, and the high cultural standards of the city are reflected in churches and schools, which range from kindergarten to junior college; fine public library and library school, and the character of its civic and social clubs, including, in addition to business organizations, the Present-Day Club, Woman's Club, Tuesday Musical Club, Greater Riverside Club, and Rotary, Kiwanis and Lions clubs.

At Riverside was established, in the early days, the first government Indian school. This is now known as Sherman Institute, located on beautiful Magnolia avenue, and is now the largest Indian school in the nation. Nearly 1000 Indian children from the numerous western tribes are educated here. The buildings, all of Mission architecture, form a most attractive group.

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Industrial Institutions

AMONG the industrial institutions of the city can be numbered fourteen fruit-packing houses and two canneries, which take care of a large output of deciduous fruits, olives and vegetables. East of the city are established the State Citrus Experiment Station and the School of Subtropical Agriculture, including a large portion of the State Insectory, which was recently brought here from Whittier. Large pay rolls are maintained by such corporations as the Southern Sierras Power Company, whose western headquarters are established here, and the Riverside Portland Cement Company, whose plant furnishes employment for hundreds of men. Other large concerns with correspondingly large pay rolls include the Stebbler-Parker Company, whose machine shops turn out most of the State's packing-house equipment; the Cresmer Manufacturing Company; the Pacific Balloon Company; the Albers Olive Company and many others.

All forms of sports are encouraged through the Victoria Golf Club, Casa Blanca Tennis Club, the Riverside Polo Club, the Y.M.C.A. and city playgrounds.

Nestling amid orange groves on the northeast is Highgrove, and between the county seat and Corona on the south, is Arlington, both suburban centers of industry. Poultry-raising is rapidly becoming second to citrus-growing in this district, and the annual returns to poultry producers now approximate $3,000,000. The English walnut is running the poultry and citrus industries a close race for first place in the extent of acreage and profits.

Close to Arlington is the rapidly developing La Sierra Heights tract of several thousand acres, on which the Southern California Conference of Seventh-Day Adventists recently completed the erection of the first unit of an industrial school known as the La Sierra Heights Academy. The site comprises 373 acres and $100,000 is being expended in the building program.

Corona is widely known as the "Circle City," from the wonderful macadam boulevard which cost more than $100,000 to construct, which completely encircles the town. This circle drive is bordered by pepper trees and is more than three miles in length. For several years, Corona has been the largest lemon-shipping point in the United States. Supplementing this paramount industry with its numerous modern packing-houses and fruit-handling equipment, there are two of the largest and best-equipped citrus by-products plants in the country. The latter represent an investment of more than $350,000 and furnish employment to scores of people. The citrus crop last year brought growers of the district more than $2,000,000, and the growers received the highest price for oranges of any community in Southern California.

Corona's foothills are producing thousands of dollars' worth of fine granite for building and road purposes annually, and the plant of the Blue Diamond Materials Company, representing an investment of $500,000, has a capacity of 1500 tons of crushed rock per day. About fifty men are employed at this plant.

Poultry-raising and dairying are prominent among the agricultural industries, and the annual output of honey, produced largely from orange blossoms, is more than 250 tons.

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Hemet and San Jacinto

THE wonderful "twin cities" of Hemet and San Jacinto lie in a fertile valley entwined with Indian legends, about thirty-five miles southeast of Riverside. Hemet derived its name, according to legend, from the beautiful Indian maiden, "Hemica," who spurned her two lovers at the foot of the sparkling waters of the North Fork, from which the city and community now derive their domestic water supply.

The two cities lie but a few miles apart, and great success has attended the efforts of the ranchers in dairying and fruit-raising. In the Hemet Valley, there are 4000 acres of apricots with a normal yield of 30,000 tons of fruit per year. Two thousand acres, planted to peaches, produced approximately 12,000 tons of fruit last year, and about 1200 acres set to walnuts, and a large acreage of olives are annually bringing fine returns to the growers.

San Jacinto is one of the oldest towns in Southern California, but is new and modern in business methods, building and enterprise. Alfalfa-raising and dairying form an industrial partnership which prospers particularly well in the environs of the San Jacinto Valley. An abundance of water is available from the San Jacinto Mountains, being impounded by the Hemet Dam, one of the highest of its kind in America.

The "Pass Cities" of Banning and Beaumont, only half-a-dozen miles apart and nestling in the crest of the San Gorgonio Pass, between the guardian peaks of Greyback and San Jacinto, at an altitude of 2500 feet, constitute the gateway to the Colorado Desert. Because of their altitude, they are famed not only as health resorts, but also for the fine quality of apples, cherries, prunes and almonds raised there.

Returns to apple growers in the Beaumont district last year totaled $195,000. More than 550 acres of cherries in the vicinity of Beaumont are now bearing, and great success is reported by the growers. Peaches, apricots, pears, plums and grapes all produce well here.

Banning is widely noted for its almonds and is each year adding many acres to this valuable crop. Prunes are next in importance, and peaches and apricots are also crops that are produced in unsurpassed excellence at Banning.

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Elsinore's Varied Attractions

ONE of the most progressive cities in Riverside county is that of Elsinore, lying in a fertile valley thirty miles south of the county seat on the inland route to San Diego. On the south shores of beautiful Lake Elsinore, the Southern California Country and Athletic Club is building one of the finest sporting clubs in the Southland. More than $150,000 is being expended in the construction of this project, which, it is believed, will bring thousands of pleasure-seekers to the lake city annually.

While principally noted as a health resort, because of its mineral springs, Elsinore is fast developing as the outlet of a vast agricultural district, as practically everything that can be grown in California can be successfully grown here. The California Growers' Association has located one of its largest canneries at Elsinore, and this is taking care of a large portion of the fruit and vegetable supply of the valley.

The greatest variety of clay deposits on the coast are located near Elsinore at Alberhill, where the Los Angeles Pressed Brick Company, the Alberhill Coal and Clay Company and the Pacific Sewer Pipe Company maintain large plants and employ many men. Over 100 varieties of clay have been discovered, and almost limitless manufacturing possibilities are open for development.

Hot sulphur springs at the border of the lake provide the source for baths and health resorts not exceeded in Southern California.

The Coachella Valley is located in the south-central part of the county, from eighty to 100 miles east of Riverside; on the Ocean-to-Ocean Highway. The agricultural area begins at the western end of the valley at an altitude of about fifty feet above sea level and extends to the Salton Sea, 265 feet below the level of the sea. The soil of this valley is a rich silt, there being little doubt that it was once the bed of an inland sea.

Palm Springs is renowned both for its winter climate and from the fact that in beautiful Palm Canyon near by, the only wild date palms on the American continent grow. Construction of the new $100,000 Desert Inn is practically complete, giving the desert city one of the finest hotels for its size in the State.

Indio is the center of the American date industry. In 1900 the United States government began to investigate the practicability of date culture in the valley, and the experiment proved so successful that now thousands of pounds of dates are grown, packed and shipped from this point annually. Coachella, Thermal, Mecca and Caleb are centers which share equally in the returns from this industry.

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Palo Verde Valley District

THE Palo Verde Valley in seven years has emerged from desert waste to one of the richest agricultural sections of the county. Located 180 miles from Riverside, Blythe is the center of the valley, which lies just north of the Imperial Valley, and in nature of its productiveness is very similar.

Cotton is one of the principal crops, while early melons, vegetables, grapes, sorghums and alfalfa are proving very successful. There are several dairies in the valley which are bringing good returns to their owners. Blythe numbers 3000 population, with good schools, churches, three banks, three cotton gins, ice plant, creamery and electric light system.

Of the smaller agricultural centers, Perris, Lakeview, Nuevo and Moreno are classed as among the more productive. Farming and fruit-raising, in addition to dairying and poultry, are among the chief industries, and thousands of dollars are returned annually to the Riverside county ranchers.

Mountain Air Schools

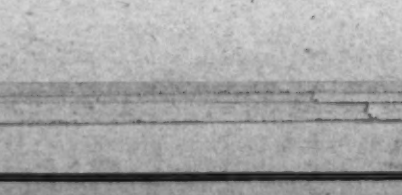
Fresh-air schools they call them—the California mountain camps to which delicate children with tubercular tendencies are taken, and where the climatic conditions, chosen food and exercises restore them to health, under the supervision of the city and county authorities.

Most Children's Orchestras

Los Angeles boasts the greatest number of children's orchestras of any city in the world. Under the direction of Miss Jennie L. Jones, the orchestra units give recitals at individual schools, and once a year give a symphony concert at which hundreds of the small musicians play. Their training and performance are the wonder and admiration of grown musicians.

City Trains Stage Talent

With the only municipal theater in the United States, and one of the three in the world, Los Angeles trains its talented citizens in directing, stage managing, scene painting and acting. Under the management of Ellen Galpin, municipal players present plays, pantomime, pageants and the like, professionally.



UNIVERSALLY known as the county with the greatest production value, Orange county, the past year, has more than upheld its reputation in this respect. Feverish building activity, large industrial extension and wide extension of all

Record-Breaking Year in Soil and Oil Productions of $100,000,000: Many New Subdivisions Exploited: Business Industries Thrive

handsome new business blocks, new high school buildings and grammar school additions were some of the important improvements during 1923, which saw a broadening of activity in every line and the inauguration of several hundred new residents. Expansion

Most Prosperous Year in Ventura County's History

PROUDLY Ventura county shows one of the largest, if not the largest, proportionate increase in wealth and population of any county in the State of California. Ventura city alone gained in wealth over $1,220,000, nearly three times the gain of all other cities in the county combined during the past year.

Enormous Gains Recorded in All Its Cities and Towns; Extensive Road Improvements Planned Throughout the County

In Mission style, has been completed, dedicated and occupied since the beginning of the September term. A new kindergarten

On a beautiful height overlooking the Valley of Ojai, a second country club is being laid out. Beautiful grounds are being

Though this is not a grain-growing county in the sense that many other California counties are, barley, oats and wheat pro-

25,781,434 pounds of sugar were extracted. The valuation was well over $1,500,000. Last year's crop and sugar production were about the same.

Kern: A County of Many Brilliant Triumphs

Building Activities and Railroad Development Great Assets; Oil Interests Booming

Kern county has a population of approximately 80,000.

Bakersfield, the county seat, is a thriving city of 30,000.

Several magnificent new structures have arisen in Bakersfield during the past year, among them being a $450,000 Elks building, a Masonic temple costing $250,000, three new units to the Kern county Union High School, costing nearly $500,000, and a fine new athletic field and stadium for the high school sports.

Taft, Maricopa, Fellows and Delano have carried on building campaigns which have brought many new business structures to grace the skylines of these cities.

Upward of 50,000,000 barrels of oil have been produced in Kern county this year.

There are 110,000 acres of land devoted to diversified farm crops.

The richest silver mine in America is located at Randsburg.

Kern's total tax valuation for the fiscal year just ended is $165,882,805, an increase of $575,405 over the preceding year.

Kern county's cotton crop is estimated at about $1,000,000 this year.

KERN COUNTY, nestled in the southern portion of the San Joaquin Valley, sheltered on the east and south by high mountain peaks, and watered by the great Kern River, whose waters flow the year around from the high Sierras, is a championship county.

Kern has the distinction of growing the world's greatest oranges, marketing the first apricots and grapes, producing the best cotton, yielding the most silver, and standing high for its petroleum output. The champion pure-bred bull of the world is owned by Fred Hartsook, and was raised on his Kern county ranch.

It is the champion county for rural schools, having won the highest honors at the State Fair two years in succession. It has the distinction of turning out at its high school several champion athletes every year, and for the past four years has won the State championship in football honors among the high schools.

And yet Kern county has just begun to grow. Her total wealth for the past year is $165,882,805, as computed for the fiscal year. This shows an increase of $575,405 over the total valuation of 1922, according to figures compiled by Assessor Tom F. Burke.

The assessed valuations this year are more than $49,000,000 in excess of the total for 1920—an increase of about 43 per cent in the three-year period, despite an immense cut last year. Valuations of nonoperative property this year are placed at $151,385,055, as compared to $152,735,655 last year. Operative-property assessments total $14,497,750.

Real estate, nonoperative, within incorporated cities, totals $7,760,575. Of this, Bakersfield has more than five-sevenths, or $5,467,635; Taft, $616,660; Delano, $262,440; Maricopa, $101,610; Tehachapi, $50,410; McKittrick, $46,105.

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Railroad Improvements

EXTENSIVE improvement projects planned by both the Santa Fe and Southern Pacific railroads, for which Bakersfield is the division point, are expected to do much for the development of the county. The Southern Pacific has just completed a twenty-mile branch line from Magunden, near Bakersfield, to the Arvin and Weed Patch districts, where the earliest grapes and the finest cotton in the State are grown. The same company has just finished the double-tracking of its line over the Tehachapi Mountain, providing more efficient service between Bakersfield and Los Angeles, and has outlined a program of further extension of various short lines in the county providing for the expenditure of several millions of dollars more.

The Santa Fe recently purchased a $49,000 tract of land in the industrial district of Bakersfield, and will spend $1,500,000 to erect new shop facilities, providing the city with a terminal valued at not less than $5,000,000.

A survey is now being conducted in Tejon Pass, which, it is promised, will result in the building of an electric railway line between Bakersfield and Los Angeles.

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Bakersfield's Population

BAKERSFIELD has recently gone through an annexation campaign which added 5000 more to its population, and is now putting in a lighting system which will provide for handsome electroliers on all business streets and the more important thoroughfares of the residential section. More than 100 blocks of paving have been laid in the residential sections of the city during the past year.

Many handsome structures have been erected in Bakersfield during the past year, the Elks' Club and the Masonic Temple being the largest, while several new units have been added to the high school, which also has junior-college accommodations. More than 1500 students attended the high school this year, which is only one of the many institutions of learning in the county.

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Oil Development

TAFT, Fellows and Maricopa, three prominent oil towns of the west side of Kern county, have not allowed the apparent unsettled conditions in the petroleum industry to stay the progress and development of the districts, as is evidenced by the building activity during the first part of this year.

Most noticeable among the larger new buildings to be constructed in Taft are the Sam Orloff storerooms and building, housing the new State Bank of Taft, the Parrish-O'Brien Building at the corner of Center and Fourth streets, and the new Masonic Temple, located on North street, between Fifth and Sixth streets.

In Taft alone the building records show an increase of more than $250,000 over the year previous. The past several months have seen commodious new business blocks rise where formerly but small frame structures were located or vacant lots left gaping sections in the business district of the city.

While in the main section of the city new building has been going ahead, even far beyond the expectation of the fields, active plans are being prepared by the Taft Union High School Board with a view of keeping the school buildings on a par with the growth of the city. At present, building operations under way at the high school grounds will total $300,000, and these include $128,000 for a gymnasium, $136,000 for a school auditorium and $41,000 for a machine shop with which to supplement the present Manual Arts Building.

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Building Activities

BUILDING permits for the first half of the year in Taft show a total of $391,000, as compared to $131,891 for a similar period in 1922.

In Fellows, several new business houses have risen on vacant lots and business is generally expanding. Dwelling-houses have gone up in various parts of the city, and the establishment of a branch of the Security Trust Company of Bakersfield has increased the business outlook of the city.

In Maricopa, a number of new structures are under way and business is generally good, with prospects for the resumption of oil activity on a scale larger than has been experienced for many months.

Kern county's agricultural crop for 1923 was divided as follows:

Alfalfa, 50,000 acres; hay, 10,000; corn, 9000; cotton, 8000; table grapes, 4280; wheat, 3100; raisin grapes, 9300; apples, 1900; apricots, 1500; pears, 1550, wine grapes, 850; oranges, 1300; plums, 1000; cantaloupes, 800; watermelons, 700; berries, 200; oats, 350; barley, 1400; onions, 150; beans, 110; peas, 150; tomatoes, 120; figs, 350; olives, 750; peaches, 600; almonds, 270; walnuts, 50; cherries, 50; lemons, 22; nectarines, 50; pomegranates, 250; tangerines, 25, and quinces, 5. Besides the acreage listed, there are many home-garden and orchard plats not designated. The planting next spring will about double this acreage to the various crops, according to County Horticultural Commissioner Harold G. Pomeroy.

Mining, Reclamation Add Much Wealth to Arizona

"Forward, Arizona!" is a Slogan That is Being Backed by the Industries of the Sun-Kissed Land

Normalcy appears to be returning to the southwestern "Land of Copper, Cotton and Cattle." The past year has been one of steadily bettering business, well demonstrated in the mounting bank balances. Rising production has been known of the red metal, with confidence in the future shown by the addition of great ore-reduction plants, that the State may be ready to furnish the world with copper when copper shall be wanted. Agriculture has shown more profit than for years past, while provision for future growth is being made by great projects that call for more water storage and for pumping, these in combination with plans for hydro-electric-power development that may serve industry all over the Southwest.

DURING 1923 Arizona has gained more than has the average State in return toward normal conditions. The main reason for this happy condition lies in the resumption of copper mining on a scale comparable with that known before the European war, though with the handicap of product prices lower than known for years, coupled with costs of labor, material, freight and taxes that have remained on the war-time level. The copper production is expected to approximate 650,000,000 pounds, this with a limited percentage of profit. Many of the mines, studying economy as never before, have been operating largely with an eye toward retention of their operating staffs and the security of their properties.

Agriculture also has been on the upgrade, especially with respect to cotton, though the far-famed Pima long-staple is being abandoned for medium staples that find readier sale and that are cheaper to raise and market. Stock-raisers are receiving better prices and, after several dry years, have been favored by fall rains that have taken the cattle and sheep into the winter in good condition. Lumber mills in the north have kept in operation during the year, with a gross cut of about 130,000,000 board feet, mainly for California shipment.

A vast amount of internal dissension has been known in Arizona over ideas for the proper development of the hydroelectric power possibilities of the Colorado River and the diversion of parts of its flow for reclamation needs. Despite legislative failure to ratify the Colorado River compact, there still is strong hope that the national government will erect flood control and storage works on the stream, while private interests of large ability are expected to furnish the capital for the hydroelectric plants that are needed for better development of southwestern industry. Progress has been made by the Salt River Valley Water Users' Association, which, on the basis of a bond issue of $1,800,000, is building a supplemental storage and control dam at Mormon Flat on Salt River and has materially increased the storage capacity of the Roosevelt Reservoir. By this work will be increase of the electrical energy generated and a resultant gain of $500,000 in the association's annual revenue.

The Verde River district has plans for spending about $20,000,000 in reclaiming 100,000 acres north of Phoenix and in generation of 70,000 horsepower. The new Gillespie Dam is diverting water from the Gila for the first tracts of an expanse of 85,000 acres. Eighty thousand more acres may be added to the irrigated area of the Salt River Valley by projects on the east and west. The Tempe canal system and 23,000 acres have been added to the Roosevelt project. On the Gila, a new weir dam is in use near Florence, and another is being constructed near Sacaton. Both primarily are for the benefit of the Pima Indians, with allowance for the needs of white settlers, and will cost about $1,000,000. The dams are considered a part of the long-projected San Carlos reclamation system. Landowners around Casa Grande have formed an association, to spend about $350,000 in getting electric power for pumping and similar action is being taken in the Tucson district. At Yuma a large acreage of mesa land has been set to citrus trees.

This year's cotton acreage will bring Arizona farmers close to $13,000,000. Most of the cotton is in the Salt River Valley. The season has been a good one, with fair prices for short staple and low costs. Melons, lettuce, spinach and early grapes all have been profitable shipping crops.

The mining corporations of the State show no signs of pessimism. At Jerome the United Verde, the largest single copper producer of the State, has added a Cottrell smoke-consuming plant, a $1,000,000 ore-crushing plant, has changed from oil to crushed coal for smelting fuel and has used great steam shovels to remove an overburden of millions of tons from the top of its old ore bodies. The Copper Queen branch of the Phelps Dodge Corporation also has been using steam shovels, to strip and mine on Sacramento Hill, for development of low-grade sulphides that are feeding a new 4000-ton concentrating mill near Don Luis. Also, in the Bisbee section, the Calumet and Arizona Company has installed immensely powerful electric pumps on the 2200-foot level of its concreted Junction shaft, whereform most of the underground water of the district is lifted. The Calumet and Arizona Smelter at Douglas is being changed, for reception of concentrates. The same corporation lately took over the well-known El Tiro Mine at Silver Bell, near Tucson.

Silver mining fell off after withdrawal of the governmental price guarantee, though the metal still is being produced, usually in combination with lead or copper. Gold production by milling still centers in Oatman, where several small mills have been added during the latter part of the year. Asbestos production has been small. Onyx again is being shipped. Exploration for oil has continued near Holbrook, while a new oil field has been developed in the extreme northeastern part of the State, or Navajo Indian lands.

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Railroad Activities

DOUBLE-TRACKING the Santa Fe main-line railroad through Arizona has been completed, at a cost of millions of dollars. With expenditure of about $5,000,000, the Southern Pacific is changing its crossing of the Colorado River at Yuma, where is being built a new bridge at a higher level. Additions have been made to the Tucson railroad shops. At Phoenix, the Southern Pacific and Santa Fe, in October, occupied a new union station that cost about $750,000. A franchise through Phoenix has been granted, by vote, to the Tucson, Phoenix and Tidewater Railroad, which has bought Phoenix property costing $500,000 and which promises early construction of a line between Tucson and the Capital City.

The early part of the year saw completion of a cement-highway system for Maricopa county, which now has 388 miles of pavement, of which the county's part cost $8,500,000. State roads are being extended out of Tucson, Phoenix and Prescott, with especial consideration of completion of the cross-State thoroughfares and of one between the Grand Canyon and the international line. The Apache Trail has been repaired and reopened. Graham county has laid concrete paving through its Gila Valley towns, as a part of a central highway that is being backed by these towns and Globe. A large part of the State Highway revenues since June have been secured through a 3-cent gasoline-gallonage tax and a highway-freight tax. Proposal has been made of a $20,000,000 bond issue, to secure permanent roads.

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Phoenix Prosperous

PHOENIX has had a large volume of improvement work, with inclusion of the Union Depot, the tallest office and club building between El Paso and Los Angeles, and other business blocks, the Deaconess Hospital, several hundred new residences and apartment-houses, while about $400,000 has been spent on improvement, extension and building by the telephone company. Early construction is promised of a $1,000,000 cement factory. Much building has been done in Tucson. Prescott, Flagstaff, Holbrook, Nogales, Safford and Willcox have made betterments in their water-supply systems. Flagstaff has a new park, Winslow new telephone facilities, and Miami a new municipal gas works and a sewer system.

Arizona's fifty-two State and twenty-one national banks, in a late combined report, show deposits of $64,402,141, a substantial increase over the figures of a year before, while increase of $644,221 was shown in the item of cash and due from banks.

Notable Advancement Made in Orange County

Record-Breaking Year in Soil and Oil Productions of $100,000,000; Many New Subdivisions Exploited; Business Industries Thrive

As Los Angeles grows, so does Orange county, and the year 1923 goes down in history as the record-breaking period when the metropolis led all of Southern California into new and wider channels industrially, commercially, and in every civic activity. Prolific wonderland of Nature's own giving, Orange county's soil and oil production totaled nearly $100,000,000; a hundred new subdivisions were opened, expanding her cities in all directions, over five thousand new homes were built for as many families; many new schools were necessary to accommodate an increased enrollment; new business blocks of importance were erected in every town, and new industrial firms became established with promising futures, while older business and manufacturing firms saw a great broadening of their activities.

UNIVERSALLY known as the county with the greatest production valuation for its size in the United States, Orange county, the past year, has more than upheld its reputation in this respect. Feverish building activity, large industrial expansion and wide extension of oil fields with corresponding increase in production, have served to put the county firmly on the map of Southern California's industrial development. But it is rather as a homeland that Orange county scores the highest, drawing hordes of permanent settlers by the great variety of farm and garden products that it is possible to raise in "Nature's Prolific Wonderland."

In parallel strides with the advancement of private enterprise, the county administration, municipalities and school districts are rushing to completion building enterprises that are needed to care for the advance in population. Throughout the entire county, the steel skeletons of rising structures are pointing the way to progress.

Not only have the various cities in the county done their full share individually in the upbuilding of the community, but a highly commendable spirit of co-operation has influenced the entire county. The chief result of this harmony between the cities is the joint outfall sewer system, now rapidly nearing completion. In this improvement the four cities of Santa Ana, Anaheim, Fullerton and Orange have joined forces, and will have expended several hundred thousand dollars by February. Although having individual sewer farms, the four cities were so unsatisfied with the arrangement that civic leaders even two years ago began boosting for the new system. Under the new arrangement, mains will lead from each city to the common treatment plant near the shore.

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County Improvements

AMONG the many and diversified improvements in which the public money was expended in Orange county the past year by State, county and districts, none shows to greater advantage than the work done upon the public highways. The record-breaking accomplishments in this regard during the year have been of inestimable value, not only to the vast number of tourists and to the regular through traffic, but to the farming population of the county. In fact, so extensive has the county's network of improved roads become, that few farmers are far from these arteries of commerce. Not counting the State highways traversing the county and the paving connecting the links of the system lying within incorporated cities, the total mileage of paving in the rural districts in the county exceeds 175. Adding to this the foregoing exceptions gives us a total for the whole county around 250 miles. For the past year the total amount expended in highway improvement, which includes new paving, resurfacing old paving, bridges and hard graveled roads, reaches far over $1,000,000. Almost twelve miles of old paving was widened or resurfaced, eleven and a half miles of new paving was laid and twenty-one miles of gravel roads of the highest quality were built. The largest section of paving completed and one of the most needed was the Placentia cut-off, starting from the State Highway between Santa Ana and Anaheim. A large bridge was built across Anaheim Bay on the line of the State Highway and two other bridges were reconstructed and their levels raised.

Further much-needed improvements were carried out during the year at the county's 160-acre park in the foothills. New drives were laid out and completed; a large pumping plant and distribution system were installed and a sewer system and septic tank provided.

One of the important accomplishments of the Board of Supervisors was the institution of a County Health Department, under direction of Dr. W. Leland Mitchell. Following the working out of plans with the State Health Department, the board formed a full-time bureau which got under way last January with a personnel of a full-time health officer, two nurses and a sanitary inspector. Among the duties relegated to this department are the control of communicable disease, the superintendence of school health, milk and dairy control and sanitary inspection. The Board of Supervisors has also allowed funds for the establishment of a laboratory at the County Hospital that began to function in October, 1923, under a bacteriologist from the State Board of Health.

A new county Hall of Records, now under construction, to cost $200,000, will be ready for occupancy early this year. In line with the general publicity work being conducted by all of Southern California, more than 150,000 booklets describing the advantages of Orange county have been distributed.

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Varied Production

ACKNOWLEDGED as one of the few favored spots where the greatest variety of products are harvested in marketable quantities, Orange county has more than kept up its reputation the past year with a total production from every source of $100,000,000. Half of this production was from the county's extensive oil fields, in the shape of oil, gasoline and natural gas. The major agricultural products of the county are Valencia oranges, walnuts, sugar beets, beans, lemons, grains, hay, live stock, peppers, poultry, apricots, apples, avocados, honey, berries, celery, salt-water fish, loquats, nursery stock, olives, persimmons, potatoes and tomatoes. The orange crop for the year totaled about $15,000,000.

Representing each phase of this remarkable production record, the seventh annual Orange County Fair was held the last week of September, 1923, in Santa Ana and drew a record attendance and list of exhibitors. This fair was staged by the Orange County Farm Bureau, of which J. A. Smiley was president, and was highly successful from every standpoint. Further enlargement of the fair is promised for this year, and plans are in contemplation for a permanent fair grounds near Santa Ana, possibly with a race track and other features which have heretofore been impossible because of insufficient grounds.

The Anaheim Chamber of Commerce also scored again in the display of agricultural products, when the third annual California Valencia Orange Show was held there last May. Larger than ever before this event became more firmly intrenched in the public favor. The Egyptian motif was carried out in all the decorations, which were a feature of the show.

Featuring an American historical pageant, Orange entertained the remainder of Orange county on November 12, last, in celebration of Armistice Day. More elaborate than ever before, the parade was over three miles long and was witnessed by a crowd which packed Orange city to the limits. Nearly 100 floats were entered by county organizations, each depicting an incident in American history from its discovery by Columbus to the present day, the whole forming a pageant both historical and entertaining.

Balboa's annual event, the tournament of lights and illuminated boat parade on Newport Bay, also scored another success, and the shores of Orange county's harbor were lined with thousands to witness the beautiful display of illuminated yachts, motorboats, rowboats and canoes, along with several beautiful barge floats, and the display of fireworks which followed. Balboa citizens are firm in the belief that this event, unique in Southern California, where quiet navigable water is a rarity, and are already planning on an even greater display this year.

Probably the greatest project upon which Orange county is engaged is the development of a commercial port at Newport Harbor, and further strides of future importance were made the past year, when the Harbor Commission completed its work of expending $500,000 for harbor improvements. In making its final report to the Board of Supervisors, the commission reported extension of the jetty; dredging the entrance twenty feet deep at low tide, and a channel three miles long and sixteen feet deep to the upper turning basin, where the county owns frontage, which has a depth of twenty feet. The commission also recommended the voting of additional bonds to the extent of $1,000,000 or more for further deepening of channels, construction of an east jetty, warehouses and docks. This expansion has been indorsed by the Associated Chambers of Commerce and many other civic organizations, and another large step in the development of an important commercial harbor looms as a probability of the near future.

A private enterprise which will be of great benefit to the harbor as a whole is a $250,000 dredging contract let by the Parkinson Syndicate to a Long Beach dredging firm, which has been under way for the past three months. The Parkinson Syndicate purchased the 165-acre Pacific Electric island which lies in the center of the harbor, and the dredging is for the purpose of cutting channels about it, the silt taken from the bay being placed upon the island to raise its grade by several feet.

Santa Ana, the county seat and commercial center of Orange county, is in the van of fast-growing cities of Southern California and set a rapid pace the past twelve months in structural activity, both in the business and residential districts. Building permits reached up close to the $6,000,000 mark, indicating unexampled activity in this city of approximately 30,000 population. The figures for the first nine months' building totaled $4,427,431, greater than for the entire twelve years from 1903 to 1914, and greater by more than $500,000 the entire total for 1922, which was $3,771,821. During this nine months, the records show that 803 residential structures were erected, at a cost of $2,201,000, and seventy-eight business structures, costing $1,235,500. The three largest permits of the year were the six-story First National Bank Building, $400,000; the Y.M.C.A. Building, $185,000, and a new Junior High School on South Main street, costing $200,000.

A gain of approximately 25 per cent was noted last year in Santa Ana's school attendance, which was typical of the entire county, crowding the new facilities which had been recently provided and making two classes a day necessary in some of the rooms. Sixteen new grammar school rooms were constructed during the summer, which were inadequate when the fall term of school opened, and the school board has recommended another large bond issue immediately for the construction of several additional buildings. The total school enrollment for the fall term was more than 5000, a gain of 1000 over the previous year. The new bond issue will probably be $400,000, to provide for new buildings and additions to present schools, which will be in addition to the $250,000 spent during the past year for similar purposes.

Santa Ana's new Christian Science Church was opened last fall and a new $60,000 church was planned by the Richlane avenue Methodist congregation. Funds were raised last fall for a new Salvation Army home and the Ebell Club broke ground for a handsome new clubhouse to be used as a community center. The new Cooper Hotel was opened in the summer. Other new business buildings started during the year were a four-story store and office building at Fourth and Broadway, new Pacific Telephone Building, new gas company office, two-story Broadway apartment building at Third and Broadway, $80,000 Walker Theater, more than fifteen storerooms with apartments above, by the Santa Ana Development Company; the Chandler Music Store, Christopher's Warehouse, Booth Wholesale Grocery and many others, all helping to redraft Santa Ana's skyline and make it a city of rapidly growing importance.

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Anaheim

ANAHEIM, the mother colony, continued a rapid development pace and added a number of important civic improvements during the year, in addition to expanding its residential area through placing on the market several new subdivisions. A new City Hall, three-story Kraemer Building and a dozen other business blocks were added, while plans were completed for a six-story office building to be erected by Samuel Kraemer, who had already helped greatly in giving Anaheim's business center a metropolitan aspect through erection of store and office buildings. New paving, new homes, city park improvements, expansion of the business and industrial area and increased soil production marked the year for the mother colony, which has set a fast pace and through the efforts of a live Chamber of Commerce is becoming widely known as a most progressive city.

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Orange

THE city of Orange, center of a rich, productive area, is fast taking on the aspect of an industrial community as well, and boasts of several new industrial plants, including the Western Cordage Company, California Wire Company, Higgins Mattress Company, Orange Belt Gasoline Refinery and others, all active and adding daily to the city's production of wealth and employing large numbers of worth-while citizens.

Several miles of new pavement, extension of the ornamental lighted area, a dozen handsome new [illegible] school buildings [illegible] tions were amon[illegible] ments during 192[illegible] of activity in ev[illegible] several hundred [illegible] of the Chamber [illegible] Johnson as execu[illegible] petus to the ent[illegible] construction, alo[illegible] dustrial activity, [illegible] yond its former g[illegible] munities of Oliv[illegible], and West Orang[illegible] program, Olive [illegible] sightly new busi[illegible] business blocks, new high [illegible] and grammar school addi[illegible] the important improve[illegible], which saw a broadening [illegible]ry line and the influx of [illegible]ew residents. Expansion [illegible] of Commerce, with V. D. [illegible]ive secretary, gave an im[illegible]re community, and home [illegible]g with business and in[illegible] was speeded up far be[illegible]ait. The neighboring com[illegible], Villa Park, El Modena, [illegible] joined in the expansion [illegible]especially adding several [illegible]ess structures.

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Fullerton

FULLERTON, [illegible] productive oil [illegible] citrus production, [illegible] worthy improve[illegible] way for more. [illegible] voted and work [illegible] Hall building to [illegible] on the north. [illegible] store and office [illegible] Chapman, the o[illegible] $300,000, was [illegible] opened. A new [illegible] constructed and [illegible] to the grammar [illegible] costing $185,000 [illegible] High School and [illegible] which Fullerton [illegible] proud. The First [illegible] $225,000 house o[illegible] cific Railroad, ex[illegible] entered Fullerton [illegible] pot. The North[illegible] Exchange compl[illegible] plant. A $600,0[illegible] undertaken, for the [illegible] miles of streets, [illegible] in area. The F[illegible] merce, with Ge[illegible] tary, inaugurated [illegible] purchasing twen[illegible] for $4000 an ac[illegible] per acre to indu[illegible] cate in Fullerton. [illegible] expenditure of [illegible] and almost imm[illegible] tion of a $35,000 [illegible] Process Company, w[illegible] ery for making [illegible] Fullerton's build[illegible] to total approx[illegible] stantial gain ov[illegible] in the center of a richly [illegible] field, and also famed for [illegible] carried out several note[illegible]nents, and prepared the [illegible] A large bond issue was [illegible] begun on a $300,000 City [illegible] adjoin the California Hotel [illegible] the five-story-and-basement [illegible] building erected by C. C. [illegible]ange king, at a cost of [illegible] completed and recently [illegible]0,000 school building was [illegible]$35,000 in additions made [illegible] schools, while additions [illegible] were made to the Union [illegible] Junior College plant, of [illegible] residents are so justly [illegible] Methodist Church plans a [illegible] worship. The Union Pa[illegible]ending its line southward, [illegible] and erected a $47,000 de[illegible]ern Orange County Fruit [illegible]ted a $150,000 precooling [illegible]0 paving program was un[illegible] paving of ten and one-half [illegible] which covers all the close[illegible]llerton Chamber of Com[illegible]rge R. Raymer as secre[illegible] an industrial program by [illegible]y-six acres of close-in land [illegible]e and selling it at $1000 [illegible]trial plants which will lo[illegible] This project involved an [illegible]100,000 by the chamber, [illegible]ediately resulted in erec[illegible] plant for the Newton Proc[illegible]ich manufactures machin[illegible]gasoline from natural gas. [illegible]ng permits were expected [illegible]mately $3,000,000, a sub[illegible]r the previous year.

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Newport Beach

THE city of [illegible] comprises B[illegible] Peninsula, has [illegible] improvements in[illegible] a record for civ[illegible] ties dare equal. [illegible] Paving sixteen [illegible] miles of streets and laying [illegible] new sidewalks, $560,000; sewer system and [illegible] street improvem[illegible]nts on Balboa Island, $158,[illegible]000; new school [illegible]building, $75,000; concrete [illegible] bridge over arm[illegible] of bay, $22,000; purchase [illegible] of Newport Wh[illegible]rf and improvements, $60,[illegible]000; ornamental [illegible] street lights, $15,000; city [illegible] jail, $5000, and [illegible]ea wall on Balboa Island, [illegible] $19,000. Buildi[illegible]g permits reached a new [illegible] high figure of m[illegible]re than $400,000 and many [illegible] new residences [illegible] were built, including sev[illegible]eral in the pe[illegible]Insula, a new subdivision [illegible] 'twixt bay and [illegible]cean on the Balboa Penin[illegible] sula. With her[illegible]quarters at Newport, the [illegible] Orange County [illegible] Harbor Chamber of Com[illegible] merce has unde[illegible]taken to locate industries [illegible] there and dev[illegible]lop commercial shipping [illegible] through the new[illegible] port, upon which the city [illegible] and Orange cou[illegible]ty together have expended [illegible] more than $1,00[illegible]0,000.

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Brea District

THE oil city [illegible] of Brea, in the heart of a [illegible] producing f[illegible]ld, took many additional [illegible] forward steps, b[illegible]th as a community and as [illegible] individuals. Po[illegible]mona avenue was paved en[illegible] tirely across th[illegible] city, a much-needed im[illegible] provement, and [illegible] full width in the downtown [illegible] area at a total [illegible] cost of $160,000, and $20,000 [illegible] improvements w[illegible]ere made to the public [illegible] school. The Sh[illegible]ll Oil Company spent $65,[illegible]000 in building [illegible] offices, warehouses and ma[illegible] chine shops. Ba[illegible]dwin Brothers' Garage also [illegible] was a new b[illegible]siness structure erected. [illegible] Building permit[illegible] up to November 1, 1923, [illegible] totaled $360,000, [illegible] comprising 170 permits, as [illegible] against a total of [illegible] $131,000 for the entire year [illegible] of 1922.

Placentia, La [illegible] Habra, Garden Grove, Bu[illegible]ena Park, Yorb[illegible] Linda, Richfield, Tustin, [illegible] Huntington Bea[illegible]h, Laguna Beach, San Juan [illegible] Capistrano and [illegible] other Orange county com[illegible] munities all join[illegible]d in the 1923 progress-and[illegible] prosperity proce[illegible]sion and all show evidence [illegible] of expanding [illegible]tivity and awakened com[illegible] munity spirit. [illegible] business blocks [illegible]th new churches, schools, [illegible] and houses going up every[illegible] where, and pub[illegible]lic improvements of divers [illegible] kinds being m[illegible]de to add to the comfort [illegible] and convenience [illegible] of residents. It has been a [illegible] year of growth, [illegible] and the outlook for the next [illegible] twelve months [illegible] a most bright.

Kern—A County of Many Brilliant Triumphs

Building Activities and Railroad Development Great Assets; Oil Interests Booming

KERN COUNTY, located in the southern portion of the San Joaquin Valley, sheltered on the east and south by high mountain peaks, and wa-

have seen commodious new business blocks rise where formerly but small frame structures were located or vacant lots left expanse sections in the business district of the

Most Prosperous Year in Ventura County's History

Enormous Gains Recorded in All Its Cities and Towns; Extensive Road Improvements Planned Throughout the County

PROBABLY Ventura county shows one of the largest, if not the largest, proportionate increase in wealth and population of any county in the State of California. Ventura city alone gained in wealth over $1,220,000, nearly three times the gain of all other cities in the county combined, during the past year.

Property outside the towns is assessed at $41,497,000, a gain of $2,497,000 over the figures a year ago. The total assessed valuation of the county is $52,095,230, of which $1,756,330 is public service property and not subject to other than State tax.

In Ventura city real estate is valued at $1,651,640; improvements at $1,095,540; personal property, $409,370; taxable money, $7000; exemptions, $58,590; total value of property, $3,104,960.

In Oxnard real estate is valued at $783,240; improvements at $732,930; personal property, $531,950; exemptions, $16,160; total, $2,032,060.

Santa Paula: Real estate, $827,840; improvements, $913,850; personal property, $366,740; exemptions, $55,680; total, $2,052,750.

In Fillmore: Real estate $354,620; improvements, $357,960; personal property, $130,720; exemptions, $23,650; total, $819,650.

Ojai: Real estate, $182,120; improvements, $123,490; personal property, $34,660; exemptions, $9890; total, $330,030.

The number of income-tax returns filed in Ventura was 720; in Santa Paula, 566; in Oxnard, 547; in Fillmore, 432.

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Building and Sales

IT IS probable that building records in Ventura alone reached the $1,000,000 mark before the first of the year. By the first of October, 1923, building permits totaled $741,085. A permit for the new Bank of Italy Building was taken out later in the year, and a very considerable amount of other work also is contemplated.

New tracts have been opened for residential purposes at Ventura, Oxnard and Santa Paula.

Over $200,000 worth of building was done in Ventura in 1923 in the vicinity of the Old Mission.

Among the important buildings erected was the new County Jail at Ventura. The building is of steel and concrete; the tank doors all open by an outside system of levers; the sanitary system is of the best, and modern ideals in jail building have been carried out in all respects. The matron's quarters are on the second floor and include kitchenette and living-rooms. The juvenile department is also on this floor. There are shower baths throughout the institution.

A new public school building, the May Henning School, a commodious structure in Mission style, has been completed, dedicated and occupied since the beginning of the September term. A new kindergarten was also built in the east end at a cost of $6700.

The Hobson Brothers' Packing Plant, a new structure to cost $75,000 and to be up-to-date in every respect, has been started. A. L. Hobson has also built a $10,000 block at the corner of Figueroa and Main streets. The People's Lumber Company, one of the oldest firms in Ventura, is now in handsome new quarters completed a few months ago. A new $50,000 Christian Church was finished and dedicated in August.

In all other towns of the county, public and private buildings have been erected the past twelve months.

In the Mound district, bonds were sold for $22,000 for a new schoolhouse.

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Road Building

IN JUNE it was announced that the California State Highway Commission would spend nearly $1,000,000 on roads and bridges in this county in the near future. The Rincon Beach causeways are to be practically rebuilt. Sea walls at the several points will be erected and the causeways will be replaced behind these sea walls with earth and rock fills, which will make the causeways last without further repair indefinitely. This will cost about $600,000 or $700,000. Widening and altering the crossing, known as the underhead crossing, a few miles north of Ventura, will approach $25,000. Another big job will be the repairing of the Montalvo Bridge. Some road-repair work has been done and more will be done in the next few months. Work on the Coast Road that will lead down past the Malibu Ranch to Santa Monica has been under way for months; but it is a job the completion of which will take years. Excavating and road-bed making started in the vicinity of Point Magu several months ago, and is continuing. This highway, when completed, will make the fourth artery for coast travel over the mountains between Los Angeles and Ventura counties. Of all county towns, Oxnard will benefit most by the new highway.

Two fine new country clubs have come into being. One is the Ventura County Country Club at Saticoy, to which many of the best known county people belong. It had its formal opening in September. The greens were laid out under expert supervision, and there is a commodious and attractive clubhouse. These grounds are near Saticoy.

On a beautiful height overlooking the village of Ojai, a second country club is being laid out. Beautiful greens are being laid out and work on a handsome clubhouse has started.

Horticulture, agriculture and stock-raising are the three chief industries of the county.

There are almost 11,000 acres of bearing walnuts in the county and over 5666 acres where the trees have not yet come into bearing. The crops for 1923 were expected to return $2,500,000.

There are between 11,000 and 12,000 acres of apricots in the county. But Ventura county farmers were hard hit in 1923, as were cot growers everywhere, and, in several instances, apricot trees are being taken out and will be replaced by walnuts or lemons.

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Orchard Statistics

LEMONS are growing in favor as an orchard crop in this county, though the acreage is still comparatively small. There are 5611 acres of bearing and 376 of non-bearing trees. In 1922 fruit from these trees brought the growers over $4,690,000. Last year's total should be considerably larger.

The Limoneira Company, which for years has owned the largest lemon ranch in the world, considerably increased its acreage by a big purchase of Mound land. For the past twelve months, time has been spent in getting the land thoroughly prepared for planting, in reservoir building and building of ranch houses. Work of setting out the trees will start early in 1924.

Orange groves of the county total less than 5000 acres, but their yield is a crop that runs well over $2,500,000. The Valencias in 1922 brought in something like $875,000 and the navels over $775,000.

That apples are a commercial possibility is shown by the fact that nearly 400 acres are set out to these trees, while there are 412 acres in olives.

Beans remain what they have been for years, the most lucrative crop the Ventura county farmer raises. While the acreage and yield for 1923 were not quite up to other years, it is likely the total valuation will run between $5,000,000 and $5,500,000, when all the payments are in. In 1922 the county produced 70,800,000 pounds of limas; valuation, $5,125,000; 6,500,000 pounds of black eyes at $260,000; 300,000 pounds of pinks, $15,000; 200,000 pounds red kidneys, $18,000; 250,000 pounds baby limas, $19,125; 200,000 pounds large whites, $10,000.

There were 62,971 tons of sugar beets raised in the county in 1922. From these, 25,781,834 pounds of sugar were extracted. The valuation was well over $1,500,000. Last year's crop and sugar production were about the same.

Though this is not a grain-growing county in the sense that many other California counties are, barley, oats and wheat net about $110,000 a year to the growers. Hay amounts to about $235,000 a year.

Ventura produces a very considerable amount of honey—between 175,000 and 200,000 pounds annually. This brings $10,775 or more a year. The year 1922 was not an extra good one for honey and the total will be less than that for 1923.

Vegetable-growing, practically unknown here on a commercial scale a decade ago, has made great advances. About 1500 acres have been planted in the past twelve months in the Mound, Oxnard, Camarillo and Saticoy sections. Lettuce, cauliflower, peppers, peas, tomatoes and other garden truck are raised.

The one big event of the year, as far as the county as a whole is concerned, is the County Fair, held in October. With it is held a horse and poultry show. The 1923 exhibits, attendance and gate receipts were far in excess of anything known here before. Elaborate preparations were made, and $25,000 worth of improvements were made at Seaside Park, preparatory to the fair. These were permanent improvements, and included building of an attractive stone entrance; enlargement of the women's pavilion; almost doubling the stock stalls and increasing the size of the grand stand. All improvements from now on are to be permanent and the goal is to have this the finest county fair ground in the State. W. E. Hoffman was president of the fair association for 1923 and W. G. Wilde, secretary.

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Oil Supply

LESS than one-fifth the gas produced in the Ventura avenue oil field is being used at the present time. A new line from the Avenue field to Santa Barbara is to furnish an enormous amount of gas for use in the latter city. The Southern Counties Gas Company is under contract with the Shell Company to purchase 2,000,000 cubic feet.

The Associated Wells, in the Avenue field, produce 3,000,000 cubic feet daily, and the General Petroleum 1,500,000 cubic feet daily.

The Shell Company has installed an eleven-inch pipe line from its source of supply at the field to the gas company's compressor at the Avenue plant, at a cost of $10,000.

The Seaside oil refinery was built last year on the site of the old gas plant. It has a capacity of 2500 barrels a day and gets its supply from the Associated.

New Industries, More Planting in San Luis Obispo

Many New Industries Established; Poultry-Raising Flourishes; Canneries to be Erected

THE year 1923 has been one of prosperous development for San Luis Obispo county. It has seen extensive agricultural development, new industries established and a remarkable building program carried out in the cities. San Luis Obispo and Paso Robles, the two principal cities of the county, have shown a steady gain in population. According to best estimates, the population of San Luis Obispo is now nearing the 10,000 mark. The first four months of the year showed an increase of 500 voters, and the increase continued throughout the year. Paso Robles has made a similar growth, and the smaller communities are showing corresponding increases in population.

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Poultry-Raising

POSSIBLY the outstanding feature of the rural communities during the year has been the increase of poultry-raising. A few years ago only a few barnyard flocks existed in the county, and the eggs and much of the poultry consumed were shipped in from Los Angeles and San Francisco. In recent years this has been reversed, and now large shipments of eggs and poultry are being made each week to the larger cities. Experts have declared that this county is particularly adapted to poultry. Much of the development in the poultry line is due to the impetus given by Henry Miller, himself an expert poultryman. Mr. Miller has established the Miller Co-operative Poultry Ranches at Eaglet, and has also established a co-operative poultry unit at Edna.

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Agriculture

THE outstanding agricultural development of the year is along the line of artichoke culture. The coast section of San Luis Obispo county has been discovered to possess ideal conditions for artichoke culture. Artichokes grown where they get the ocean fogs have been found to be less fibrous than those grown inland, and the combination of the soil in the coast region of this county and the fogs has demonstrated that artichokes of a superior grade can be grown with much profit. Many of the ranchers in this section have already planted a large acreage to artichokes, and heavy shipments left the county all during the season this year. The demand for the artichokes grown in this county has far exceeded the supply, which has commanded a special price in metropolitan markets.

An artichoke-packing house is now under construction near Morro by G. A. and L. A. Enos, who were the pioneer artichoke growers of that section and who have one of the largest ranches in the county.

The fruit production of the county is steadily increasing. Apples, peaches, plums, apricots, pears, prunes, walnuts and almonds are grown in large quantities, the yield increasing each year as new orchards come into bearing.

The York Mountain District, near Templeton, is becoming one of the grape districts of this part of the State, and is shipping grapes in carload lots to eastern markets.

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Fishing Industry

PORT SAN LUIS is rapidly becoming the rendezvous for fishing fleets. Because of conditions off Port San Luis and shipping facilities from the port, there is now on foot a project to build a fish cannery at the port.

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Oil Shipments

PORT SAN LUIS is one of the largest oil-shipping ports in the world, and an unusual number of oil shipments have been made this year to all parts of the world. A pipe line connects the port direct with the oil fields of Kern county, and the oil is piped to the tankers which dock at the port. The tank farm, where the reservoirs of the Union Oil Company are located, is only a short distance south of the city of San Luis Obispo, and is the largest oil-storage place in the world.

The oil wells on the Tiber lease continue their output in dependable quantities, and drilling for oil is going on in several parts of the county, where geologists say indications are that oil exists. The Creston section is attracting much attention at present as a possible oil field, and at Arroyo Grande the Mohawk well is showing signs of oil, while lands adjoining are being signed up on leases. Wells are also to be drilled at San Miguel.

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Live Stock

WHAT pedigreed stock means to a county was exemplified at the San Luis Obispo County Fair in September, where the stock exhibited was of a higher grade than that ever shown at a local fair before. The pure-stock movement is under way here, and ranchers are steadily improving their herds and flocks through the addition of thoroughbred sires. It is estimated that there are some 510 pure-bred cattle in the county, in addition to some 51,250 head of cattle and 21,050 dairy cows. There are also 12,400 hogs, 18,500 sheep and 3150 horses.

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Building Activities

THE year has been a banner year for building in all sections of the county. In San Luis Obispo, the county seat, it is estimated that nearly 200 residences were built during the year, this in addition to stores, garages, courts, apartments, etc. The houses averaged around $3500 and $4000. Several new residence tracts have been opened on the outskirts of the city during the year, including one highly restricted tract, Mt. Pleasanton Square, where many beautiful homes are to be built.

The most important building to be completed during the year was the Anderson Hotel, which was constructed at a cost of over $200,000. This five-story, reinforced concrete building has added greatly to the accommodations for tourists in the city. Other buildings erected during the year were the Boys' Building, the Marre Building, the Berkemeyer Building, the Swift Creamery, the Casein Factory, the Sauer Warehouse, the Paraiaola Building, the Silva Stores and Hotel, the Aston Studio and Gift Shop, the Taylor Smith Stores and Apartments, the Marre Chorro Street Building. Remodeling the home of the San Luis Obispo branch of the Bank of Italy has cost in the neighborhood of $70,000 and resulted in a handsome building. The Druids have voted to build a $40,000 lodge home, work on which is to be begun soon, and numerous other buildings and warehouses are anticipated.

In Paso Robles building has been going on at practically the same rate, and structures of modern appearance are being put up.

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Paving Program

THE good roads program, which the county has been carrying out for the past three years, has inspired a "good streets" movement in the cities. The principal streets in the cities are being paved with concrete, and those in the residence districts are graveled and graded. At a recent meeting the City Council of San Luis Obispo awarded the contract for the paving of Osos street from Marsh street to the Southern Pacific depot. Marsh street is to be paved its entire length, and Santa Rosa street is to be paved full width to Sycamore street, while full-width pavement will be put in on Higuera street from Nipomo street to the Pacific Coast railway depot.

San Diego County's Substantial and Rapid Progress

City Gains 50,000 Population in Past Three Years; Extensive Government Improvements; Advertising Campaign Attracts

San Diego's population in 1900 was 17,700; in 1910, 39,578. The 1920 Federal census reported approximately 75,000. The 1923 population, based upon such indicators as school enrollment, water and gas meters, is estimated at 125,000.

San Diego's present vigorous development may be traced to four factors, each of which has exerted a marked influence in the last ten years:

1. The Panama-California Exposition of 1915-1916, which gave hundreds of thousands of visitors their first intimate contact with San Diego and resulted in a marked influx of homeseekers in the years following.

2. Completion in 1919 of the San Diego and Arizona Railway, which gives San Diego a direct outlet to the east, in connection with the Southern Pacific system and the Rock Island lines. The San Diego and Arizona Railway taps the rich Imperial Valley and the Southwest. Cotton shipments over this railroad in the last three years have increased enormously.

3. Army, Navy and Marine Corps activities, which have made San Diego one of the foremost military centers in the country. The Federal government's expenditures to date, in permanent establishments for the three services, is in excess of $22,000,000.

4. Community advertising campaigns, started in 1919 and carried on each year through the San Diego-California Club. These advertising campaigns, averaging $100,000 annually, are attracting large numbers of homeseekers and visitors.

DEVELOPMENT of San Diego along commercial and industrial lines took a sturdy step forward during 1923, as the result of the adoption of a definite program embracing harbor improvements, increased water supply, a survey of city and county resources, and the reaching out for such manufactories as could consistently be fostered and encouraged.

At the same time, the United States government reaffirmed its faith in San Diego by making material additions to the already pretentious naval establishments skirting San Diego Harbor. The Loma Portal Naval Training Station, situated a short distance west of the marine brigade post, was commissioned during the summer, practically all of the personnel and equipment of the abandoned Goat Island Station at San Francisco being transferred here.

Building activity was more pronounced than in the record-breaking year of 1922, when the total volume of building exceeded $10,000,000.

The trend in San Diego's development in the future, as in the past, is certain to be closely identified with the superior climatic advantages with which the city is favored. Whatever commercial and industrial advancement is achieved, it is recognized that San Diego will always appeal irresistibly to those persons seeking the mild climate, winter and summer, and the distinctive environment to be found here.

* * *

New Industrial Program

DURING 1923 the industrial program of the San Diego Chamber of Commerce was expanded in an effort to obtain authoritative surveys of all available raw materials in the immediate territory, and the publication of a manufacturers' directory, as well as the assembling of a vast quantity of data of interest to industries for which San Diego appears to be a logical center. Diverse and complete information has been compiled for those interested in establishing certain industries in or around San Diego, such as potteries, stucco, gypsum, fur felts, cotton and woolen textiles, hardwood furniture, canneries, etc.

The Chamber of Commerce now holds in fee simple nearly 1000 acres of industrial lands around the southern and eastern shores of San Diego Harbor. These lands were purchased by popular subscription and are held for sale for industrial purposes only, at about one-tenth the prices charged for similar lands at other points along the Pacific Coast. These lands are served by two transcontinental railroads and three steamship lines, insuring rapid transportation to any point in the United States and to practically any port in the world. An increasing number of inquiries are being received from eastern manufacturers who have in prospect the establishment of new plants or branches in Southern California, and to these concerns portions of these lands will be offered.

One of San Diego's most valuable assets is a natural, landlocked harbor, large enough for the shipping needs of the future port, as well as for the accommodation of the government naval establishments. The expenditures made by the Federal government in the last five years for its various naval activities total more than $22,000,000. These activities include the headquarters of the Eleventh Naval District, the Naval Air Station, the Destroyer Base, Naval Training Station, Marine Base and the Naval Hospital. The twenty-two square miles of landlocked harbor offer a sufficient anchorage for our fleet, with its attendant small craft, and is an ideal location for the headquarters of the air force now in full operation.

* * *

Water Development

A WATER program that makes available enough pure mountain water to care for a city five times the present size of San Diego for a period of five years, even with no further replenishment, has been completed. This consists of twelve lake reservoirs, the combined capacities of which are more than 600,000 acre-feet. A large quantity of the present supply is now being used for agricultural purposes. The completion of water developments now planned, will make available for agricultural purposes several hundred thousand acres of the finest farming land in San Diego county.

By March 1, 1924, the Chamber of Commerce will have secured, through its traffic department, freight rates that will compare favorably with any point on the Pacific Coast, for both incoming freight shipments on finished goods and raw materials, and the distribution of manufactured products. Geographically, San Diego is very favorably situated, in that it is the United States port nearest to the Panama Canal, Central American and Mexican ports, and is the nearest large city to Imperial, Yuma and Salt River valleys. By virtue of this, it has an advantage over cities farther north of a lower freight rate on commodities to and from these points, with a marked saving of time in transit. A program for the solution of some of the transportation and industrial problems of the Imperial, Yuma and Salt River valleys is under preparation.

The Federal government recently opened a branch office in the Chamber of Commerce, under the Bureau of Foreign and Domestic Commerce, where there is at all times available for those interested in such information as may be desired on foreign and domestic markets, freight and insurance rates, location and availability of raw materials and trade connections for the marketing of manufactured commodities.

* * *

Outlook is Bright

SAN DIEGO'S position, commercially and industrially, is now most encouraging. Its tributary territory, so well placed in relation to transportation and markets, is at present the largest district for immediate development now available in Southern California. Its mineral resources are beginning to attract the attention of geologists throughout the country. San Diego's general advantages may be described in a few words: a climate of perpetual spring that cannot be equaled anywhere in the country; ideal living conditions for all classes of employees; ample supply of the best skilled and unskilled labor in an open-shop district that has never suffered any serious labor troubles, and the finest possible sites for industries and homes at prices lower than elsewhere, with high-grade public utilities.

* * *

Building Activity Brisk

BUILDING operations, revived immediately following the World War, have increased in volume each year. In 1919 the total was $2,800,000. The next year it was $3,550,000, and in 1921 the total jumped to $8,230,000. The 1922 figures exceeded $10,250,000, while 1923 early gave indications of building activities at the rate of $1,000,000 a month. This rate was exceeded during October, when it was practically assured the year's total would be in excess of $12,000,000.

Home building was particularly brisk. During the year just closed, the average was about 180 homes built per month, as against 150 per month in 1922. Adjacent communities, such as East San Diego, National City, Chula Vista, La Mesa, La Jolla and Coronado, experienced proportionate activity in building. East San Diego, separated from San Diego only by an imaginary boundary line, and with a population of about 9000, voted to cast its lot with the larger city.

* * *

Great Naval Activities

DEDICATION of the Loma Portal Naval Training Station added a magnificent group of buildings to the Federal government's permanent and active naval base here. Architecture conforming to the type of the marine brigade post to the east and the aviation schools on North Island, and also the naval hospital in Balboa Park, was adopted in the Loma Portal group, and will be carried out in a $500,000 unit to be added to the naval hospital next year.

Moored at the destroyer base on San Diego Harbor are more than eighty decommissioned vessels of the mosquito fleet. The ease with which these vessels can be placed on the active list was demonstrated following the loss of seven destroyers on the Hondo reefs. Ships to replace the lost vessels were commissioned and put to sea within ten days.

Army and Navy aviators stationed at North Island wrote a number of brilliant chapters in aeronautical history during 1923. In May, Lieuts. John A. Macready and Oakley G. Kelly, following an unsuccessful attempt to make a nonstop flight from San Diego to New York City, switched their plans and started westward from the metropolis at noon one day and arrived in San Diego in time for lunch the next day.

In August, Capt. Lowell H. Smith and Lieut. John P. Richter remained in the air more than thirty-seven hours, establishing a world record for sustained flight. They had previously perfected the hazardous task of refueling in midair, receiving supplies of fuel, oil, water and food from another plane and thus were enabled to smash all records for length of time aloft.

* * *

San Diego County

SAN DIEGO COUNTY extends approximately sixty miles from the Pacific coast and seventy miles north of the international border, and therefore contains, in round numbers, 4200 square miles—an area almost as great as that of Connecticut.

The land rises gently from sea level to heights of more than 5000 feet, at a distance of sixty miles from the coast. From this crest the land to the east drops rapidly to the level lands of Imperial Valley. The arable portions of the county are divided into a series of terraces, or plateaus. The entire tillable land is estimated by the government to be more than 500,000 acres.

The various elevations afford climatic conditions of both the semitropics and temperate zones, and consequently a great variety of horticultural products are grown. Some fruit or crop ripens in every month of the year. Among the products, crops and fruits developed are the following:

Alfalfa, almonds, apples, apricots, avocados, barley, beans, cherries, corn, figs, grapes (table, wine and raisin;) grapefruit, hay, honey and wax, kaffir corn and milo maize, lemons, olives, oranges, peaches, pears, plums and prunes, potatoes, tomatoes, walnuts and poultry and eggs.

More and more attention is being given to live stock, and beef-cattle herds greatly improved in the past few years by the addition of blooded stock. Large cattle ranches are found in the upland country. Hog ranches, specializing in pure-bred stock, are scattered throughout the county. Climatic conditions are exceptionally favorable for poultry raising. Flocks run in numbers from a few hens to several thousand birds. Sheep, goats and rabbits also are profitably raised.

San Diego county ranks third in California in the production of lemons. The principal citrus districts are El Cajon, Chula Vista, Lemon Grove, Escondido and Fallbrook. The Escondido and El Cajon districts lead in orange production.

The principal grape-producing sections are the Escondido, El Cajon and Poway valleys, nearly 10,000 acres being given over to vineyards.

The annual rainfall in the mountain district of the county is moderately heavy. The winter rains of 1921-1922 were of such volume, in the higher parts, as to fill to overflowing the several reservoirs of the city water system, assuring a five-year supply. In the city of San Diego, the normal annual precipitation is ten inches.

* * *

Large Irrigation Projects

THE net acreage irrigated by the older systems in the county is about 14,500, plus 10,500 acres under various private stream diversions, small reservoirs and pumped wells, or a total of 24,150 acres under irrigation, exclusive of the new developments. Districts already formed, or being formed under the new projects, embrace approximately 37,300 acres, of which 28,500 acres are irrigable agricultural land. Most of these districts have their distribution systems either completed or under construction, and all of them will put water on the land by 1924. Possible or contemplated extensions of irrigated lands under all large systems in the county will cover another 30,000 acres.

The total cost of water to irrigators under systems now operating in San Diego county ranges from $24 to $28 per acre-foot per year.

Of the new irrigation projects in the county, the Henshaw and Lake Hodges systems already are in operation. On the thousands of acres lying in the Hodges district, there is being developed a land project different from any similar undertaking in California. This formerly uncultivated tract is known as the Rancho Santa Fe, and is backed by the railroad of that name.

* * *

Community Civic Center

NOTABLE progress was made in the further development of Balboa Park, the center of the city's social, recreational and cultural life. The San Diego Zoo, barely three years old, compares favorably with any in the West. The Nevada and Utah buildings, of Panama-California Exposition days, are to be moved to the zoological gardens and there rebuilt to form the nucleus of a children's community playground.

The Sacramento Building, at the north end of the Plaza de Panama, will be replaced by a magnificent structure which will house an art museum. This building will be a gift to the city by the Bridges family of Point Loma.

An interesting collection of war relics has been assembled in one of the exposition buildings, which has been given to San Diego Post of the American Legion for a permanent headquarters.

The gradual transformation of the Panama-California Exposition into a park for the use of all the people gives San Diego what many authorities have pronounced to be the world's most beautiful and valuable community center.

* * *

Mining Operations Resumed

RESUMPTION of gold and copper mining in San Diego county, after a lapse of many years, was an interesting and important development of the year. The mines of the Julian and Banner districts, which produced more than $10,000,000 gold in the thirty years between 1870 and 1900, were again put on a production basis. A syndicate has acquired control of the abandoned workings and installed up-to-date machinery. Such mines as the famous Stonewall, Ready Relief, North Hubard and South Hubard are once more the scene of much activity. The syndicate has announced that its preliminary surveys indicate upward of $3,000,000 worth of gold ore in sight.

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Many Pleasure Resorts

DELIGHTFUL ocean and bay resorts, seven in number, are strung along thirty miles of seashore; a score or more of attractive inns and camps in the uplands of the county and a climate that permits enjoyment of these recreational advantages throughout the year, combine to make San Diego an ideal recreational center.

The superbly scenic "Cuyamaca loop" has become firmly established as one of the most interesting trips in Southern California.

Continuation of the community advertising campaigns directed by the San Diego-California Club will again bring to the attention of prospective homeseekers and visitors throughout the country the advantages of residence in San Diego and its environs. Systematic community advertising was first conceived by San Diego in 1919, and in succeeding years the movement has spread to include the larger cities west of the Rockies. San Diego citizens have subscribed a fourth fund of $125,000 with which to carry on the community advertising campaign.

* * *

Bank Expansion

FINANCIAL institutions of San Diego found it expedient to increase their facilities and quarters during the year. The Bank of Italy established a branch here, having acquired control of the stock of the Merchants' National Bank, a pioneer institution. Complete remodeling of the bank's quarters at Fifth and Broadway followed. The First National Bank has expended $475,000 in enlarging and beautifying its banking rooms. This institution also acquired control of the Citizens' Savings Bank, which was reorganized under the name of the First Trust and Savings Bank, with branches at Thirtieth and University, Coronado and East San Diego.

The Union National Bank acquired new and larger quarters on Seventh street, and the Security Commercial and Savings Bank, another pioneer institution, completely remodeled its building at Fifth and E streets.

Deposits in all San Diego banks increased from $44,630,000 in 1922 to $54,650,000 in 1923.

Imperial County Harvests Crops Every Month

Diversity of Crops Makes for Stable Conditions—Production of Fifty Million Dollars in 1923

A BT year the Imperial Irrigation District voted bonds of $5,000,000 to be used in buying the stock and equipment of the mutual companies and turning them over to the district control.

ducks and geese and other game provide plenty of sport throughout the season.

Salton Sea, an inland lake, with its surface 250 feet below sea level, has evaporated to a depth of forty-five feet in seven-

Santa Barbara County is Building and Growing

Increasing Population Forces Through Unequaled School-Building Program; Many Subdivisions Opened

Marked activity in building, opening of subdivisions, cutting up large ranch holdings to meet the demand for small farms, street and highway paving on a plan more extensive than ever before, extension of electric and gas lines and more water-main installation than ever, are some of the outstanding features of Santa Barbara county's development during 1923.

Every bank in the county shows steadily increasing clearings, and postoffice receipts of each community are greater month by month than ever before, while the steadily increasing population has forced through a school-building program unequaled. Irrigation projects of extensive character have been launched in keeping with advancing orchard and farm industry. The year has also been a prosperous one for business men and farmers, crop conditions being more favorable than for many years.

BUILDING activity, large subdivision enterprises and inauguration of immense irrigation projects have been the outstanding features of progress during the year just closed in Santa Barbara county. No section of the county has been free of the spirit of development which is opening the doors to thousands of homeseekers, and promises to more than double the population of the farming and fruit-growing districts embraced within the rich valleys which are encompassed within the boundaries of Santa Barbara county.

The county farm and stock production in value totals over $25,000,000 for 1923, according to figures compiled through the farm-bureau centers of the county, while petroleum production has been material, though not up to standard, owing to the closing down of hundreds of producing oil wells to meet conditions of overproduction, occasioned by the bringing in of wells in southern territory.

The bean and walnut-growing industries have prospered. Though both crops have been under normal, market conditions have been favorable, and the 1923 crops are returning larger profits for the farmers than was the case during those years when the crop production was above the average.

Road-paving projects have also held the front row in development, every section featuring road improvements in the opening up of new territory for settlement. In this respect, Santa Ynez Valley, in the interior of the county, holds the lead, with a bond issue to pave all the main thoroughfares through the valley. There, also, immense subdivision of the large ranch holdings is under way, and small farms and fruit orchards are drawing settlers from over the country.

* * *

Santa Barbara, County Seat

BOASTING a population of 30,000, Santa Barbara has forged ahead in building improvements beyond all previous records for this section. The city's total investment for the year in homes and business blocks, hotels, apartmenthouses and churches, reaches close to the $4,000,000 mark, or over $1,000,000 in excess of last year. The city sees the completion of two new hotels, a $400,000 theater and office building, two church structures, several business blocks, (one six stories in height, the height limit under the ordinance;) extensive modernizing of numerous other business blocks, extension of the water-distributing system to all parts of the city, completion of a new city hall, attractive new plants for the two daily newspapers, large progress in construction of a $600,000 high school group, opening of large rock quarries and sand pits, the first to supply local materials; the rapid extension of the paved-street system through the city, reorganization of the Chamber of Commerce, and the start on a publicity campaign which is to extend to all parts of the country.

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Carpinteria Valley

CARPINTERIA VALLEY has seen greater growth in 1923 than in all its previous history. Home building has been active. Subdivisions aiming at the development of a high-class beach-resort community have marked the year; new business blocks have been completed and a $75,000 theater started. Paved streets have been extended; natural gas, piped from the Ventura avenue oil fields, twenty-five miles south, is available; the village has voted extension of the street-lighting system; the Christian Scientists have completed an attractive new church, and ranch development has been marked, with increased acreage to walnuts, avocados and other income-bearing orchards.

* * *

Summerland, Goleta Valley

SUMMERLAND, known as the marine oil-well center, has seen marked home development within the past year, new street paving, and plans launched for drilling a community test well to a depth of 4000 feet, to prove the deep oil-well possibilities of the fields. All the present producing wells are not over 200 feet in depth.

Goleta Valley has completed a prosperous year, with walnuts bringing large returns, lima beans returning a profit, and plans started for paving all the roads throughout the Hope and Goleta districts. The Goleta farm leaders have also brought the year to a close with a working out of plans for a county fair, to be held annually at the county seat, and supported by the farm-bureau centers of all the county, as well as by the business interests of all incorporated cities. Many new areas have been set out to additional walnut orchards in the valley, and thoroughbred stock farms have brought in much new stock, while water development has been active.

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Santa Ynez Valley

SANTA YNEZ VALLEY has made a bid for settlers this year by voting a large bond issue for road paving. In this improvement over $300,000 will be expended during 1924. This will see every main road in the valley paved. The Santa Ynez Development Company has subdivided its large holding of orchard lands and new settlers are arriving daily. The company has completed development of a series of fine wells, some artesian, proving the water resources of the valley, and all sections of the valley, encouraged by the farm-bureau center, are preparing for extensive setting out of fruit orchards. In the valley are the prosperous communities of Santa Ynez, Solvang, Buellton, Ballard and Los Olivos. The farm subdivision movement includes several of the largest ranches of the valley. The building of an electric power line through the valley has just been completed, making electric energy available for pumping and lighting purposes.

Plans are going forward for a preliminary water survey of Santa Ynez Valley with the view of building a dam on a tributary of Santa Ynez River to irrigate every acre from the upper end of the valley to Lompoc.

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Los Alamos Valley

LOS ALAMOS VALLEY, which joins the Santa Ynez Valley on the west, has seen new business life in the town of Los Alamos, where new store buildings have been completed, and farm-subdivision activities have been making progress. Los Alamos land owners are setting out table and juice-grape vineyards, the success of those already bearing proving that the soil and climatic conditions are superior for a high-class table and juice grape. Plans are now under way for subdividing several thousand acres of rich vineyard land.

Farmers have brought large crops to market, the mustard crop being greater than in years, and flower-seed growing has doubled. Eighteen hundred acres have been subdivided in Lompoc's new vegetable-growing belt, and small truck farms are attracting a new population. The increase of successful vegetable-growing has led to plans for packing-houses and ice plants to take care of shipments. The valley residents have also under way plans for a bond issue to pave a road from Lompoc to connect with the State Highway at Harris Station, near Santa Maria. The valley already has a paved road from Lompoc to the State Highway at Buellton in Santa Ynez Valley.

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Santa Maria Valley

SANTA MARIA VALLEY completed the year with organizing for a $4,000,000 irrigation system, for the purpose of placing under cultivation fruit orchards of 100,000 acres, now given over to grain and small white-bean growing. The city of Santa Maria is the center of this activity. A survey by the State Engineering Department shows that sufficient water can be impounded by building a dam across Sisquoc River, above the valley, to place irrigation water on all the rich farm lands of the valley. The city has had marked growth during the year, street paving, business-block construction and the building of schools and churches having been a marked feature of the city's growth. A strong Chamber of Commerce and Santa Ynez Valley Business Men's Association have co-operated in forwarding the plans for civic progress. Bean growers, the grain farmers and stock men have had a prosperous year. In Santa Ynez Valley are the towns of Santa Maria, Orcutt, Casmalia, Betteravia, Sisquoc and Guadalupe. Santa Maria city this year completed a water plant doubling its supply for domestic purposes.

Guadalupe has been notable during the year for the large increase of its vegetable-growing activity. Summer and fall lettuce and fall tomatoes have been found to develop to superior size and flavor, and several carloads a day have been shipped to all parts of the country every day of the long harvest season. Cauliflower for the late winter season and spring brings on renewed activities. Land values have doubled in the Guadalupe section during the year.

Tulare County's Diversified Crops Bring Wealth

Great Variety of Crops Adds Golden Stores to Ranchers' Coffers; "Many Eggs, Many Baskets," Her Slogan

Steady progress marked 1923, in spite of national depression. The Mountain Home tract was donated to the county for a public park, and a preliminary survey was made for the Mt. Whitney Midland Trail. A $912,000 high school bond issue was voted. Ten or twelve new bridges were constructed throughout the county, ranging in cost from $6000 to $45,000, chiefly in the country districts. Each community brought in new subdivisions. The "Own Your Own Home" movement resulted in the construction of hundreds of attractive residences. The Farm Bureau and cattle men have affiliated. Movements are under way to survey for greater water development, the establishment of fertilizer plants and a fruit-juice factory. The new $350,000 Bank of Italy Building is one of the finest in the West. King Korndyke Pontiac 20th of Tulare won the world title of his kind.

"DON'T put all of your eggs in one basket," is a homely old saying, as wise as truth, but none the less apropos to all times, places and peoples.

In Tulare county even Nature might be thought to have had in mind "many eggs and many baskets," combining as she does within her boundaries so many varieties of soil, climate and riches of devious kinds and opportunities for man. That all-embracing mother, Dame Nature, may be fancied to have smiled knowingly as she mixed ingredients for this fair garden in the "Valley of the Sun," thinking, perhaps, of the lean years and the fat.

Since the war, people of Tulare county have been most grateful for its diversity of product, insuring gradual and general advance even when "hard times" knocked. At no period of her history has she so appreciated her baskets of varied treasure as during the year 1923.

The year 1922 was a striking example of the wisdom of "many eggs, many baskets." Owing to conditions of weather, market, strikes and shipping, the two leading industries, citrus and vineyards, fell down on returns, $6,000,000—yet, "other eggs, other baskets" brought one of the best years in history.

Considering that Tulare county has, in addition to her citrus orchards and vineyards, revenue from dairy products, canneries, deciduous fruits, olives, figs, pomegranates, poultry and eggs, cattle, hogs, sheep, mules, grain, hay, honey, magnesite, lumber, granite—besides her wonderful mountain lands, her shops and factories—one begins to see why one industry can absorb loss of another and the balance sheet still show a profit.

Tulare county is the second largest in acreage of fruit-bearing trees in California. Only ten counties of the State exceed Tulare in values of cultivated lands, farm lands, improvements on properties, total assessment valuation and in operative and nonoperative property—those are counties with large cities. This county is distinguished for having six good towns—Visalia, Dinuba, Tulare, Porterville, Lindsay and Exeter, running in population from 8000 to 2500, and lesser communities are crowding right in line.

The controller's report gives Tulare an assessed valuation of $87,860,140. Twelve counties have a higher tax rate. Tulare county's 367 miles of concrete highway holds the record in the United States. All towns of the county are connected with paved roads. Cupid likes Tulare county, for the divorce rate is second lowest in the San Joaquin Valley. And thus, on through interesting statistics which substantiate the claim of "many eggs, many baskets!"

With an area of 3,158,400 acres—stretching from far-flung plains, with pure-bred stock, groaning vineyards and orchards and thriving towns and citrus-encircled foothills, to Mt. Whitney, monarch of mystery whose crown glistens above all other mountain peaks in the United States—one stands in the floor of the valley enjoying the languor of summer; in the hills autumn has overturned Nature's paint pots, while in the High Sierras snow flies.

One of the biggest undertakings of the year was the preliminary movement for the Mt. Whitney-Midland Trail, which, tapping the Lincoln Highway and the "Sierra-to-the-Sea," will be an important link in one of America's most wonderful transcontinental thoroughfares. The Mountain Home tract of 160 acres has been donated to the county for a public park. There some of California's greatest mountain and redwood lure will be found.

Auto travel to the Sequoia and Gen. Grant national parks in Tulare county increased 50 per cent during the past summer, and continued improvements will provide for a still greater guest list. California Hot Springs, Camp Nelson, Jordan Hot Springs, Wilsonia, Mineral King and numerous other recreation centers add valuable coins to the coffers and provide inspiration for city dwellers.

Tulare county has the most extensive watershed in the San Joaquin Valley, and the farm bureau and commercial organizations are working for surveys for greater water development.

Affiliation of the farm bureau and the Tulare County Cattlemen's Association, one of the strongest in the State, was an important event of the year. Cold-storage plants are being established. Inauguration of one fertilizer association is a forerunner of home manufacture of this vital commodity. Erection of a fruit-juice plant is under consideration. The $912,000 high school bond issue of last year has seen the erection of new buildings, additions and improvements this season. A like program is being continued in the elementary schools, of which Tulare county has 137, while high schools number 10. Rural supervision, "schools on wheels," special instruction of transient pupils and the radio have opened new vistas and golden opportunities for children and grown-ups.

Every community has subdivisions; many country places are being developed, while packing-houses, business blocks, banks, churches, electrolier systems and other civic facilities have been part of the forward program. The entire county has resounded to the hammer and saw; nothing spectacular, just steady growth. Yet, a marked "own-your-own-home" movement has added numerous attractive residences, providing further stability for county development.

Armored Small Boys

Los Angeles boasts the only armor ever made in America for children, ten correct, complete outfits having been worn by ten small boys during the filming of a recent big picture. The small knights were mounted, being expert riders, and put on a real tournament at Busch Gardens.

Imperial County Harvests Crops Every Month

Diversity of Crops Makes for Stable Conditions—Production of Fifty Million Dollars in 1923

Active interest in soil fertilization, a general back-to-the-land movement on the part of ranch owners, consolidation of all the irrigation-water systems under one head and inauguration of an extensive drainage program are features that marked the twenty-third year of progressive development in Imperial Valley. This remarkable district of 500,000 acres, hardly a score of years ago a dry and unproductive desert, was again enabled, through combination of soil, water and sunshine, to turn into the world markets products worth in excess of $50,000,000. With a harvest moon for every month in the year that permits the gathering of crops in unlimited volume several weeks earlier than in any other section of America, Imperial Valley easily retained its place among the richest producing counties of California.

LAST year the Imperial Irrigation District voted bonds of $5,000,000 to be used in buying the stock and equipment of the mutual companies and turning them over to the district control. The irrigation district has a board of five directors to look after the district's legislative affairs. A general manager, who is also chief engineer, has charge of the executive department of the district.

Water diverted from the Colorado River for irrigation in Imperial Valley costs the rancher $1 an acre-foot, with an average of three to five acre-feet being required to the acre, the amount depending upon the variety of crops grown. An irrigation district tax rate of $5 on each $100 valuation provides for a credit of one-half the amount of the taxes paid on the purchase of irrigation water.

Simultaneously with the voting of the bonds to purchase the mutual water companies, the irrigation district issued $2,500,000 in bonds to construct drainage canals. Many miles of these canals have been constructed in the last year, and with most of the money provided still unspent, the experiment is asserted to have proved successful in the reclamation of thousands of acres of land that had become waterlogged through seepage from the main canals. That the drainage plans, when completely carried out, will assure the safety and permanency of farming lands in Imperial Valley is admitted by engineers who have studied the situation here.

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Diversity of Crops

BECAUSE it is not a one-crop district, dependable solely for its existence on the manipulations of a distant market, Imperial Valley has rapidly recovered from the post-war conditions that prevailed in most farming sections of the United States. When one product has seemed to hit the market wrong, Imperial Valley farmers have been enabled quickly to turn to others, and the growing of two, and sometimes three, different crops consecutively in the same year on the same land has not been uncommon.

The growing of grapefruit, grapes, dates and lettuce developed in popularity in the valley in 1923. Sixty carloads of grapefruit, so sweet and juicy that they have been mistaken for oranges, were shipped from the valley this year and prices as high as $7.50 a box were obtained in the Los Angeles market. More than 75,000 grapefruit trees were planted in 1923, nearly twice the planting of the previous year. Practically 11,000 trees are bearing and this number will be quadrupled in the next year.

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Grapes, Lettuce

TWO hundred forty-six carloads of early table grapes, more than three times the volume of 1922, were shipped from the valley in the season beginning June 5 and ending August 1. Thompson seedless and Malagas predominate in the vineyards of the valley, with a few vines of the Persians. The acreage of producing vineyards more than doubled in the year. The average net return from grapes was $400 an acre.

More than 7700 carloads of winter head lettuce were shipped from 15,000 acres planted to this vegetable for the season of 1923. Demand for lettuce was strong, and, although the profit was only fair, due to heavy freight rates and cost of handling, where a good product was grown, the grower received a net profit of $250 to $400 an acre. Interest in the growing of lettuce developed so greatly that in December, 1923, it was estimated that fully 25,000 acres had been planted for the 1924 harvest. The earliest lettuce is harvested in December, but the season is at its peak in February and March.

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Extent of Plantings

SOME idea of the extent of crop plantings in Imperial county for 1923 is given by a summary of crop reports compiled by the irrigation district from surveys made by the "zanjeros," or water-tenders. From 3677 farms reported on, the following acreages are shown: Alfalfa, 113,608; barley, 32,226; corn (milo maize,) 19,738; cotton, 49,433; wheat, 4298, and a miscellaneous assortment of crops of lesser importance, making a total acreage under cultivation in the county of 277,907 acres. The total acreage under cultivation in Imperial Valley, including the district in Lower California, with 160,000 acres, mostly in cotton, gives a grand total of nearly 450,000 acres producing crops this year. The district's survey shows an irrigable area of land in Imperial county of 508,000 acres, but new canal construction would be required to serve a part of this land.

Among the items shown on the irrigation district's survey of farms are 22,406 beef cattle, valued at $738,924, and 35,922 dairy cows, valued at $1,721,129. Other items in the list include 185,913 chickens, valued at $119,067; 37,729 hogs, valued at $227,191; 8006 horses, $445,789; 2420 mules, $164,563; 14,868 sheep, $85,651; 28,753 turkeys, $48,695.

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Cantaloupes

CANTALOUPES proved to be the star crop of 1923, returning a profit to all who had to do with them. The acreage, 23,989, was notably less than the previous year, but the quality of the product and the strong demand in the eastern markets caused the shipping of more than 13,000 carloads of melons, which averaged $2.50 to $5 a crate in the main market centers. The sale value of Imperial Valley cantaloupes is estimated at $6,500,000, based on the government market reports. Nowhere else in the country can cantaloupes be raised in such volume and quality as in the Imperial Valley and the early harvest, starting in May, gives the valley the advantage in the markets until about July 1.

Watermelons increased in volume with a total shipment of 2514 carloads, most of which went to the Los Angeles and coast markets, netting a fair profit to the growers. The first valley watermelons in the market in June brought $65 a ton.

Interest in date-growing is developing with the increased bearing capacity of the older palms. Dates selling at $1 a pound, with many palms producing more than 100 pounds each, have suddenly demonstrated to valley ranchers the remarkable profits to be made from date culture. Date growers have organized an association to assist in standardizing the packing, curing and marketing of the product under government supervision. The County Assessor's reports for 1923 showed 6400 bearing date palms, with 11,000 additional palms that will come into bearing in the next two or three years. There are several varieties of dates which experiments have proved would grow profitably in Imperial Valley.

Strawberries, which Imperial Valley growers can ship into Los Angeles and coast markets in January, have proved to be among the profitable new crops. More than 200 acres have been planted in the vicinity of Brawley, mostly by Japanese, who have realized a profit averaging $1000 to the acre. The cost of production runs around $600 an acre, with an average yield of 700 trays of fifteen boxes each. Japanese growers have received as high as $11 a tray for berries. An instance is vouched for by a Brawley banker of a Japanese grower who supported his family on the product of one acre of strawberries last year.

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Live Stock, Alfalfa

THE total value of Imperial Valley live stock, including dairy cows, was given by the assessor at $3,652,587. The cause for the remarkable showing in live stock is the unlimited production of alfalfa, of which there were 120,128 acres in the county in 1923. Fall planting indicated an increase of this crop, amounting to at least 25,000 acres in Imperial county alone. In Lower California it was announced that 25,000 acres of alfalfa would be planted in the spring.

Experiments have shown that alfalfa is the best type of fertilizer for Imperial Valley lands. The County Farm Bureau has maintained a soil-fertility committee which has been busy demonstrating the necessity of fertilization to assist the land in producing heavy crops. Discouragement of the shipment of manure from the valley has resulted in applying this valuable fertilizer to the land at home with beneficial effect. Inferior grades of alfalfa have been shipped at a profit to the citrus belt of California, where orange and lemon growers have utilized it successfully as fertilizer. Crop rotation has been encouraged as a means of replenishing impoverished land. Cantaloupe growers always seek alfalfa land for their planting of melons and successful melon growers give their land a rest for two or three years with a crop of alfalfa.

Revival of interest in dairying, designated as the "old reliable" industry of Imperial Valley, was noted during the year. The 35,000 dairy cows in the valley produced more than 7,000,000 pounds of butter in the year, which sold for better than 40 cents throughout the period. Two large creameries, one of them operated by an association of dairymen, are operated continually at full capacity. The sanitary standards of the valley dairies are high and inspectors are continually on hand to enforce health regulations in the handling of butter and milk. Valley dairy cows can obtain pasture for ten months out of the year and there is feed for one cow to each acre of alfalfa.

Hog and poultry-raising go so closely with dairying that renewed interest in this industry, as a matter of course, carried with it an increased production of pigs and chickens. The Imperial Valley turkey is famous for its quality and is always in great demand for the Thanksgiving and Christmas markets.

With the rise in the price of wool observed in the last few months, there was an increase in the number of flocks of sheep and more than 50,000 ewes were being pastured in the fall of 1923. Ewes, unable longer to range the brush-covered mountain sides in the Rockies, can be brought to Imperial Valley to browse on luscious alfalfa and produce fine lambs that bring good prices to their owners.

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Cotton, Barley

COTTON in Imperial Valley came back stronger than in three years, with a 30-cent market for the staple and $30 a ton for seed. An estimated production of 75,000 bales in the valley this year brought approximately $15,000,000 to add to the total receipts of Imperial Valley farmers. The yield in many cases fell below half a bale to the acre, else the flow of money from this source would have been much greater.

Seventy-five thousand acres of barley and 32,000 acres of milo maize produced good crops of pasture and grain for the finishing of live stock for the Coast markets.

Imperial Valley land values average $150 to $250 an acre of ordinary farm land, not planted to orchard or vine. Good alfalfa land is the standard for judging farming land. This brings around $175 to $250 an acre. Grapefruit orchards sold in 1923 for $1500 an acre and grape vineyards at $750. Cantaloupe and vegetable growers paid as high as $43.50 an acre annual rental for old alfalfa land. The average rental for farming land is $25 an acre.

The general farming activity in the last few months of 1923 was decidedly noticeable. Much land was planted to lettuce, barley and alfalfa. Land owners, disappointed in the handling of their ranches by tenants, have returned and taken charge. The tendency has been toward the small ranch, only large enough for a family to operate profitably. The forty-acre ranch, with a string of cows, is the ideal toward which many land owners are working. Plans for subdivision of the larger agricultural tracts are in formation.

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Building Activities

BUILDING activities the past year have mostly been confined to schools and public buildings. New school buildings have been completed at Calipatria, El Centro and Calexico. A new Courthouse, to cost $300,000, is under construction at El Centro, the county seat.

Imperial county is among the few counties in California having low tax rates. The rate inside incorporated cities is $1.69, with an additional road tax of 37 cents for the country districts. This low rate is due to the fact that the county's total bond issues consist only of $1,500,000 for highways and $300,000 for the Courthouse.

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Climate

IMPERIAL VALLEY'S climate, featured by lack of fog, but with plenty of sunshine and practically frostless, in addition to being most favorable for crop production, is rapidly attracting the tourist, anxious to escape the rigorous eastern winters and moister districts. The valley's annual rainfall rarely exceeds two inches. Wild ducks and geese and other game provide plenty of sport throughout the season.

Salton Sea, an inland lake, with its surface 250 feet below sea level, has evaporated to a depth of forty-five feet in seventeen years. The water is saline and abounds with mullet and other salt-water fish that bring good prices in the markets.

Under the direction of the Federal Bureau for Vocational Training, nearly 200 veterans of the World War have developed small farms in Imperial Valley and established themselves permanently. A visit to the trainees' settlement near Brawley will soon convince one of the possibilities of the small farm when intensively cultivated.

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Colorado River Control

INTEREST has been sustained throughout the year in the project planned for development of the Colorado River resources, the Boulder Canyon site being the one most discussed for the construction of a dam that would provide flood protection, power and a steady water supply to much of the Southwest. In the conferences at Washington and among government officials and Congressmen, the plan concerning the Colorado River has been presented and recognized as prior to that of other districts.

Two great railroad systems, the Southern Pacific and the San Diego and Arizona, provide adequate transportation facilities for Imperial Valley, with concrete highways connecting the valley with Los Angeles and the citrus belt to the north, and San Diego to the west. Imperial county has constructed several miles of cement highway and the State Highway Commission is building a concrete road as part of the highway connecting the valley with Yuma, Ariz.

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Six Cities

IMPERIAL VALLEY has six thriving cities of the sixth class, including El Centro, Brawley, Imperial, Calexico, Calipatria and Holtville; and various smaller towns, including Westmorland, Seeley, Niland, Heber and Winterhaven. Each has modern churches and schools, also first-class hotels and business buildings. The valley's population is estimated at 50,000. The County Farm Bureau and the chambers of commerce of the various cities, all of which are active in valley development, are all working continually to bring the farmers and merchants closer together for the general good of the community and its progress.

The County Assessor's report for 1923 shows assessed valuations as follows: County of Imperial, $50,017,798; Brawley, $2,355,356; Calexico, $3,073,193; Calipatria, $336,910; El Centro, $4,228,677; Holtville, $733,138; Imperial, $739,412.

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Port of Entry

CALEXICO has the lowest tax rate among the incorporated towns, with 75 cents on the $100 valuation. This city has been ranked as a first-class port of entry, its customs record for the year ending July 1, 1923, showing imports of $6,161,911 and exports of $2,675,373. The remarkable showing of this port of entry is primarily due to the extensive farming in Lower California much of which is conducted by Americans. Calexico has a population of 6223 and Mexicali, its Lower California neighbor, has an equal number of residents.

A disastrous fire in Mexicali in June has almost been forgotten in the rush of new building to replace the structures destroyed at a loss of $2,000,000.

Greatest Animal Collection

Besides the ostrich farms, alligator farms and reptile gardens, there are many zoos in Southern California containing animals not only rare, but the largest collection of trained animals in the world. These are used in motion pictures, and just as the pictures bring joy and education to children the world over, the local zoos bring the same to the children of the city and its environs.

Everybody's Doing It

There are more youthful real estate owners in Southern California than any other part of the country. Small motion-picture players put their money into lots and bungalows, instead of into lollypops and suckers, and they take an intelligent interest in the city's growth and improvement as well.

Fresno County's Prolific Year of Advancement.

Raisin Industry Sees Constructive Reorganization; Great Gains in Population and Wealth

THE population of Fresno city has grown steadily, until at present it has been estimated to be 78,000, an increase of 23,914 over the census of 1920. By the same ratio, the county population has increased from 128,779 to about 145,000.

When Fresno city was incorporated in 1885, its population was 3459. In 1890 it had grown to 10,818, and in 1900 it was 12,470.

A slightly more conservative estimate of population, made by the Fresno City Water Corporation and based upon a coefficient of 4.71 persons served by each water tap, was 76,565. But this figure was announced August 1 and naturally there has been some growth since.

Irrigation has made Fresno county and city what they are today, and in the consideration of development it is highly important. The Pine Flat project has centered interest in this direction. According to those directing the effort to consolidate the irrigation system for the construction of the Pine Flat Reservoir, the organization is assured. A reservoir dam of 600,000 acre-feet capacity, to cost $12,000,000, and a 50,000-kilowatt power plant, to cost $3,000,000, are contemplated. W. B. Mathews, representing the Bureau of Light and Power of Los Angeles, has intimated that the southern metropolis would pay for the regulation of the water to the extent of 100,000 acre-feet, at an estimated cost of $2,000,000. He stated also that Los Angeles probably would be in the market for some of the surplus power.

Along the line of electric-power development, both the San Joaquin Light and Power Corporation and the Southern California Edison Company have been active.

The first-named company has been at work refining its Crane Valley system to pick up water that has been lost heretofore. Also, it has been constructing many miles of feeder lines and closing gaps. The total generating capacity of the Crane Valley system will be increased to 38,350 horsepower when improvements and refinements now in course of construction are completed next spring.

Of interest to Southern California, particularly, is the commencement of construction by the San Joaquin Light and Power Corporation of power-line extensions throughout the Santa Ynez and Los Olivos valleys. An investment of approximately $100,000 is planned in this undertaking.

The new general headquarters of the corporation, a ten-story building in this city, is nearing completion, and is expected to be ready for occupancy about February 1 of the present year.

Two new transformer and general warehouses are under construction by the corporation at a total cost of $170,000 on the new forty-acre industrial site at Orange and California avenues.

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Edison Company's Project

THE Southern California Edison Company's gigantic development program in the mountains back of Fresno is progressing speedily. Here is one of the major power projects of the world. Thousands of workers, directed by the engineering genius of the company's engineering corps, are driving toward the goal. The fourth plant, on the Big Creek-San Joaquin River, has been completed and its 100,000 horsepower attached to Edison lines, which give electric service to about 312 cities and towns and rural communities in Central and Southern California.

The Sun-Maid Raisin Growers are completing their reorganization project. When financial difficulties were encountered, due to the slump in raisin prices, following a period of great inflation, the growers set to work to avert disaster. The benefits of co-operative marketing were realized, and it was determined that the association should survive. A new plan of operation was devised, financial backing was obtained and the reorganization went ahead. It is near realization now. The stability of the raisin industry has been maintained, and the growers are in a position to market their product at a fair profit. Payments on delivery are being made now by the Sun-Maid Association, liquidation of individual debts is under way and a healthy state of the industry is considered assured.

The California Peach and Fig Growers is another co-operative organization that has welded the growers' interests. Success has attended the efforts of the association.

Diversified farming in Fresno county has added greatly to the sum of its wealth. Stock and dairy interests continue to thrive.

In city building there has been remarkable activity. Seven buildings in the downtown section have been built or are near completion, at a total cost of $3,995,000. They are: Patterson Building, $900,000; the Californian Hotel, $700,000; the San Joaquin Light and Power Corporation, general headquarters, $900,000; the Fidelity Branch, Pacific-Southwest Trust and Savings Bank, $1,000,000; Y.W.C.A. Building, $160,000; the Black Building, $160,000, and an addition to the Holland Building, $175,000.

Many improvements in its system have been made this year by the Fresno Irrigation District. Cement lining of ditches, construction of headgates and bulkheads and minor repairs have aggregated in cost thousands of dollars.

Fresno's church edifices represent in their architecture every country of the Old World and New. The building program in 1923 aggregated $995,000. Three structures have been completed and others are under way.

The network of highways in Fresno county has been more closely tied and interwoven by the opening of many new laterals. And the main road to the north has been given another outlet to the sea. The Pacheco Pass Highway, extending from Los Banos over the Coast Range to Gilroy, was opened to traffic several weeks ago.

Progress in the development of the fruit industry, the construction and operation of packing-houses along the lines of the different railroads, has been commensurate with the general growth. About forty packing-houses either have been built or enlarged in this county this year at a total cost of approximately $200,000. The Fresno Interurban Railway, fourteen miles in length, has increased the number of packing-plants along its route from nineteen to twenty-seven, with two more still under construction.

Fifteen packing-plants have been added to those along the Southern Pacific right of way in Fresno county during the present season.

The Sun-Maid Raisin Growers has built several big processing and packing-plants and the California Peach and Fig Growers has equipped its organization with canning factories.

In the list of public-service corporations, the Pacific Gas and Electric Company has expended approximately $148,000 for the improvement and extension of service to Fresno customers.

This city and county have built their fame upon its agricultural and horticultural pursuits and animal husbandry, but the time has come when industrial plants and manufacturing enterprise cannot be overlooked in a summary of the resources. An industrial survey of Fresno, recently completed, shows that there are 130 manufacturing concerns in this city, with an annual output of products valued at $72,883,391, or an average of $596,656 per factory. The average figure is higher than for Los Angeles or San Francisco. Fresno is convinced of its ability to become a large manufacturing center, supported by its natural resources, power in abundance and favorable terminal freight rates.

A huge enterprise, worthy of special mention, is the new plant of the Sugar Pine Lumber Company, located about seven miles north of this city on the bluff above the San Joaquin River. Here has been erected one of the largest lumber and planing mills in the world. The logs are fed to the mill by the Minarets and Western Railroad, completed last summer, that reaches back to the timber belt in the high Sierras. Passenger service is given by the lumber company. The Fresno Traction Company has extended its lines to the lumber plant. A small city has sprung up around the mill, the workmen being housed in artistic bungalows. Stores have been opened to furnish them with living necessaries.

Another enterprise of note is the new Olive Growers' Association, with headquarters established during the summer in Fresno. It is prepared to function along the lines of other co-operative marketing concerns.

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County Towns Prospering

THE smaller communities of Fresno county have kept pace with the principal city. Sanger, Reedley, Kingsburg, Caruthers, Kerman, Lemoore, Clovis and other communities have constructed many new buildings, started new enterprises and continued the development of their other industries of long standing.

Kingsburg Post No. 191, American Legion, has dedicated its new headquarters. A railroad station has been constructed in Kingsburg by the Southern Pacific Company.

All in all, 1923 has been a period of earnest effort and great achievement in Fresno and its environs.

Inyo County is a Revelation to the Eastern Visitor

Charm of "California Alps" Draws Thousands; New Rail and Highway Facilities Mark Progress

SCORES of thousands of people who, during 1923, for the first time, visited Inyo county, received a revelation. Those who ventured across the California Alps found an Italy of blue skies, six days out of seven throughout the year; a soil of the highest class, in fertility and productiveness as to both quantity and quality; a climate never enervating, ever inspiring, with days of agreeable, but not excessive, warmth, and nights of delightful coolness; of scenic attractiveness not surpassed in all America. This thousand or so square miles, a tenth of Inyo's area, is Owens Valley, its farm and home region.

Within the next few years, travel will grow immensely; and it will include an increased proportion of people who come, but do not depart. This is the future of California. Inyo needs its share of such travel, and it has much to offer those who come. Forbidding roads and inconvenient railway communications have been deterrents in the past and alone explain why a region so highly favored by Nature has not taken a more advanced place among the counties of California. Improvement in accessibility and the completion of a transcontinental line of railroad are therefore items of great importance in the county's future.

There is real hopefulness in the outlook, for both highway and rail betterments. In October, 1923, the State Highway Commission created a new rail division, number nine, covering only the territory from Mojave northward through Eastern Kern and through Inyo and Mono counties, with Bishop as headquarters for the division engineer. While no promise is made of early work on the southern link that will connect Owens Valley with the general system, it is logical that locating a division chief and staff in this area means something more than mere supervision and maintenance of the partial construction already accomplished, between Independence and Bridgeport.

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Three New Projects

THAT the present narrow-gauge railroad through Owens Valley, from Owenyo northward, is to be standardized and made part of the transcontinental system, connecting with the Central Pacific route, is a statement made recently by a high official of the Southern Pacific Company. It is one of three major projects, General Manager Dyer informed a committee from the Bishop Chamber of Commerce, that the Southern Pacific decided on when it was awarded continued control of the Central Pacific. The Natron cut-off in Oregon and double-tracking the Truckee crossing of the Sierras is the second project and is already under way. No time for beginning the third has been set, but it will not be far off. Brief study of the railway situation, including the competition offered by other lines running into Southern California, readily shows the advantages of the Owens Valley route in reducing the miles of heated desert to be spanned by travelers and fruit shipments.

Two highway connections that will become popular are under serious consideration. One will connect Lone Pine, in the southern end of Owens Valley, with Porterville, Tulare county, crossing the Sierras south of Mt. Whitney; the other will be from Bishop to Fresno, via Piute Pass. Reconnoissance surveys of both have been made and both have been found wholly feasible. The Piute Pass route requires but thirty-two miles of road-constructing to bridge the nineteen-mile air-line gap now existing between practicable roads already built east and west of the summit. Tulare and Fresno counties, respectively, are taking marked interest in these new ways of reaching the Midland Trail across the continent, and acquiring direct access to Owens Valley and the scenic attractions of the Eastern Sierras; and Inyo will support both in proportion to its limited means.

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Agriculture

AN IRRIGATION district, organized toward the close of 1922, has voted by a large majority for issuing $1,650,000 bonds with which to acquire distributing rights of some of Owens Valley's principal canals. The amount stated is not set as their value; it is merely a consideration for turning over control and unifying the management and distribution, on a more equitable basis, of water to the same areas now supplied by those canals. This will be a marked benefit in several respects, not the least of which is that there will be greater usefulness for the flow and less tendency to excessively flood the lands.

One of the notable events of 1923 was the agricultural fair held at Bishop during the closing days of September, under management of an association which has taken over the fair grounds and made improvements for the systematic continuance of the fairs and festivals which, under one name or another, have been successfully held for more than thirty years. Its showings of fruit and live stock, particularly, were fine, indeed, and "sold" Owens Valley not only to visitors but to Owens Valleyans themselves, to whom high-class products were a not-always-appreciated commonplace.

In the same line, a limited number of the displays were gathered up and sent to the Southern California Fair at Riverside. No effort was made at competing, as a county display, with the southern counties which had spent large sums and made extensive exhibits, yet fifth place for county display was won by Inyo. While other products were shown, six boxes of apples were entered in competition, and all six won prizes—four firsts, two seconds. There, as it has been at other competitions where Inyo products were set beside the best from other regions, it was again demonstrated that Owens Valley is in the front rank for quality of its fruit.

Other live-stock production is of much importance. Some of the same reasons which make it a dairy country favor other animal industries, and the possession of near-by summer mountain ranges is an advantage.

General agriculture finds favorable conditions. It is not at all unusual for some visitor to declare that a certain field of corn looks as good as that back in Iowa, or to give some other commendation of the products of the soil.

Co-operation is doing its part toward advancement. Dairying, fruit-growing, apiaries, poultry-raising and alfalfa-growing each has its special organization, handling large percentages of the local output and contributing to local prosperity. This has been largely furthered by active farm bureaus.

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Mountain Resorts

DUE to the large influx of sightseers, pleasure-seekers and campers, new mountain resorts are springing up at many of the more accessible points. Whether the "outer" wishes to luxuriously roll up to a camp in his car and depend wholly on his host, or drive in and make his own camp, or to go on foot or horseback to the deeper regions, remote from crowds and the advantages and restrictions of civilization, it is all ready made to his order in the High Sierras. There is no monotony in what is available; for one might spend every summer of his maturer years in these great mountains without seeing all they have to offer or exhausting their charm. Ruggedness that will test the hardiest climber, views that reach into blue distance across peaks and canyons and plains, verdant meadows, streams rippling smoothly through flower-starred gardens or tumbling in flashing cascades, the peacefulness of the solemn forests, hundreds of placid lakes—all are there amid the majestic ramparts and spires of the great range—and it is but a short ride from the towns wherein every material want can be adequately supplied.

Among the attractions are waters abounding with trout, of all California species. Nor are such places stingy in their recompense for the ardent angler, for golden, rainbow, loch leven, cut-throat and eastern brook trout grow to sizes that give zest to the sport, and fill the creel. More than 1,000,000 fish were distributed in 1923 to the streams and lakes, to replace the tons that were taken from them during the season.

In advancement, measured by dollars and cents, and by new structures, the year 1923 held its own with others. Some new business buildings and new homes have been added to each of the valley towns; there has been a continuance of the rule of steady advance, without anything of the nature of inflated or unhealthy booming. Inyo county looks ahead to increased growth and development. New industries are becoming more remunerative, and others in prospect promise to add to the county's prosperity.

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MBER OF COMMERCE

Los Angeles Times

Annual Midwinter Number

A New Thoroughfare

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FEW people realize what this structure means to Los Angeles and Southern California. We have become so used to big things here in our corner of the West. Like our giant aqueduct this great structure is *an idea*, expressed in terms of steel and concrete, marble and bronze—a complete business city under one roof. Conceived and built by forward-thinking, practical men to serve the demands of this metropolis of the West.

What the Woolworth Building is to New York, what the Wrigley and Straus buildings are to Chicago, Mercantile Arcade is to Los Angeles—AND MORE. Architects, builders, big business men throughout the nation are watching its progress, awaiting its completion.

Located between Fifth and Sixth streets, which are narrow and already overcrowded, and serving as a connecting link between Spring Street and Broadway, its two main office buildings stand twelve stories above street level, united by one of the most unique shopping thoroughfares in America — an "arcade" three hundred feet long with an arched glass roof fifty feet above the walk. Thus it connects the financial district with Los Angeles' main shopping section.

This arcade will be lined with three floors of exclusive shops in which will be found every kind and variety of high-grade merchandise.

Of particular interest to the women will be the beauty parlors, tea rooms, studios and small specialty shops facing the arcade from the second and third floors. There will be special street-level display windows for these shops.

The arcade will be ventilated by huge electric fans with cooled air in the summer and warmed air in the winter. Here will be the ideal shopping center, protected from rain and burning sun, with no auto traffic to annoy. There will be a cafeteria below the street level which will accommodate 20,000 people daily.

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ECONOMIC PROGRESS PACIFIC SOUTHWEST
(CONTINUED)

lowing the war and because of the depression which followed this. In the earlier case, the owner of capital found it more desirable to employ that capital in his own district than to send it to the Pacific Southwest, while at the time of the depression which followed this. In the earlier [illegible] impossible to move

materials, which necessarily means reduction in the costs to the consumer.

So long as such tendencies continue in many lines of activity, the net profits to the producers of the particular raw materials in question increase, industrial productivity of the territory expands, capital accumulations increase, population increases through the demand for additional workers, and the demand for consumable products in general increases, thereby increasing the general prosperity of the territory.

Such conditions permit each component

and which markets 85 per cent of the raisin crop produced in California. Since this State produces approximately two-thirds of all of the entire commercial-raisin crop of the world, the Sun-Maid Raisin Growers market well in excess of half the commercial-raisin crop of the world. The industry is today reorganized upon a basis which permits profitable production of raisins upon conservative valuations of land and a basis which tends to insure its future stability.

Similar, although less striking, adjustments have taken place in connection with

construction has taken care of the normal increase in demands for that year and made some inroads upon the shortage which had been accumulating for eight years. Indications are that the building of this district is still $150,000,000 short of the cumulative normal demand. As a consequence, it is safe to assume that the building activities will continue for some period to come, both because of the necessity for the maintenance of construction to take care of expanding production and population, and because of the presence of demand to remove the

Economic Progress of the PACIFIC SOUTHWEST

By E. H. Tucker, Director of Research, The First National Bank of Los Angeles, Pacific-Southwest Trust and Savings Bank, First Securities Company

CONTINUED and steady progress toward economic unity, maintenance of general prosperity, progress in adjustment of agricultural activities to post-war conditions, and gradual expansion of commerce and industry have characterized the economic situation in the Pacific-Southwest during 1923.

There have been many elements of uncertainty and many items which, in a territory of less diversified resources, might have spelled economic depression, but which, in this great productive empire, have proved to be but challenges to the constructive ability of the progressive people of this territory. They have in no way interfered with the steady forward march of this district. In fact, through knitting the Pacific-Southwest into a closer economic union they have strengthened its movement toward its goal as a leading agricultural, commercial and industrial section of the United States.

To secure a true picture of the economic developments during the past year, it is necessary to realize that the resources of the Pacific-Southwest are so broad and so varied that depression in a few particular lines of business has no appreciable effect upon the business structure of the territory as a whole. This situation can probably be best emphasized by a realization of the fact that the ordinary industrial district is dependent upon its tributary territory for an average of ten to fifteen staple raw materials, whereas, within a radius of 150 miles of Los Angeles, the natural capital of the Pacific-Southwest, there are in excess of 150 agricultural products alone produced on a commercial scale.

As a consequence, unsatisfactory marketing conditions in the case of any one particular crop have comparatively little effect upon the entire productive activity or the prosperity of the entire territory. It is largely because of this situation that students of economic progress generally concede that the Pacific-Southwest is the most favored district of the United States, from the standpoint of potentialities of production.

The developments of 1923 have but tended to emphasize the future possibilities created by this condition.

Climate a Production Asset

TO APPRECIATE what these developments have been and why economic progress was maintained in the face of unsatisfactory conditions in several lines of business, it is necessary to glance hastily at the economic structure and natural resources of the Pacific-Southwest before attempting an analysis of the trend during the past year. Also, although the Pacific-Southwest, as a whole, is a great empire composed of from 250,000,000 to 400,000,000 acres, comprised of the southern half of California, the Imperial Valley in Mexico, Lower California, Arizona, Nevada, Utah and parts of Idaho, Colorado, New Mexico and even Texas, the limits of this section make it necessary to confine discussions to that portion of the Pacific-Southwest located in California, i.e., that territory extending from Fresno and Paso Robles on the north, south to the Mexican border, and from the Pacific Ocean on the west, east to the eastern boundary of the State of California.

Much as Southern Californians are accused of overworking the word "climate," the climatic situation has been and will continue to be of particular importance in the maintenance of progress and prosperity and in the gradual development of this district. It was climate which first brought people to Southern California and made it the playground of the nation. Once they had come for the purpose of play, they stayed to work and invested their capital in the future of this territory. It was climate which has made it possible to produce cotton and wheat, oranges and flax, early season vegetables and barley, beans and figs, sugar beets and olives, raisins and alfalfa, avocados and beef cattle, and scores of other dissimilar products within the narrow radius of those districts which market their products through Los Angeles and depend upon it for their supplies of finished consumable commodities. It has been climate which has permitted the industrial producer to carry on operations which, in other industrial centers, must be carried on under roof, in open yards for 300 days out of the year.

But climate is not the only item which makes for heavy productivity within this district. Through millions of years, a geographical structure, which provides practically every known form of mineral in workable deposits, has been developed within this territory. Copper is already an important item of production in Arizona; gold and silver are produced throughout this district in varying communities, both as primary and as secondary products; the largest deposit of iron ore in the United States, outside of the Lake Superior region, is located in the San Bernardino Mountains, and plans are even now being made for the working of these products. Coal has been considered lacking in the past, but work has been undertaken to make possible the movement of the coal of the San Juan Basin to the Los Angeles Basin for use in the refining of this territory's iron deposits. Graphite, gypsum, borax, salts and various chemicals are found in abundance, and, gradually, as industrial progress warrants, these deposits are commencing to be mined.

The mountain structure makes the Pacific-Southwest the ideal home of hydroelectric power, with California the leading present day and future potential producer of such power in the United States. The oil fields of this territory are now the world's leading producers of crude petroleum and natural gas. If present refinery activities are maintained, the production of refined petroleum products will shortly exceed that of any other refining district.

But the lavishness of Nature has not been limited to the productive side of the picture.

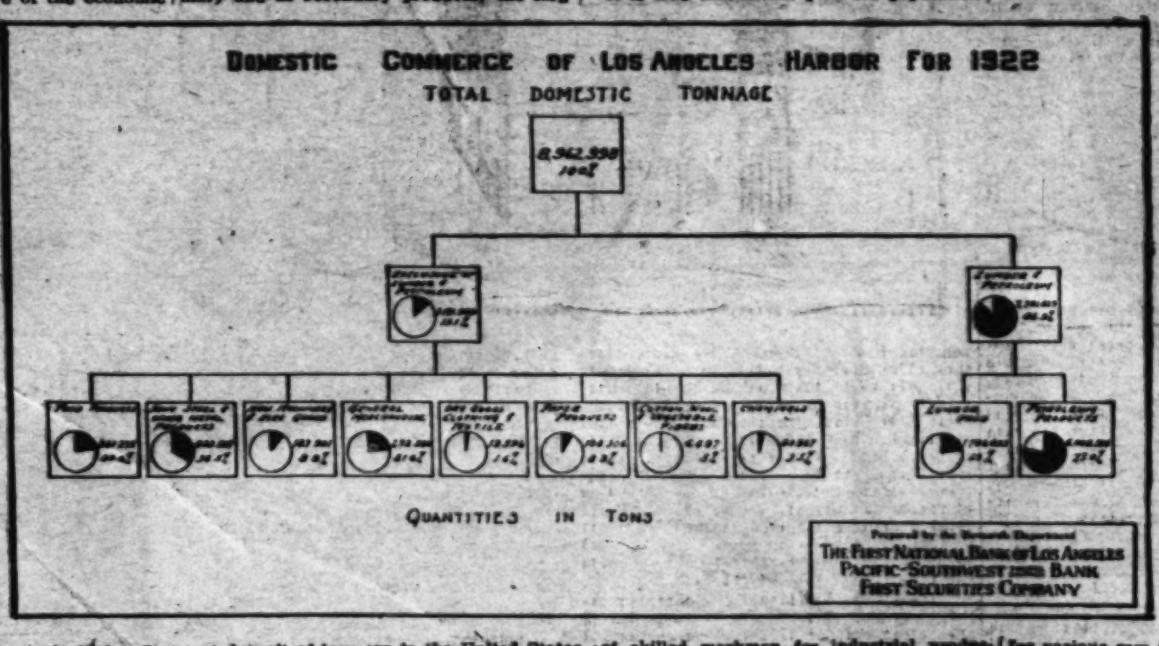
Advantages in Distribution

THE natural terrain of this great western empire has been builded in a manner which makes the transportation of all these various products a comparatively simple problem and tends to concentrate their movement and create natural arteries of travel toward the Los Angeles Basin as the natural fabricating and distributing center for this entire territory.

For a time it appeared that there had been one failure on the part of Nature in not providing a natural harbor from which the products of the Pacific-Southwest could be shipped to the far corners of the world, but, due to the progressive efforts of the citizens of Los Angeles, an artificial harbor has been created at San Pedro, within the city limits of Los Angeles. In point of efficiency and potentialities, this harbor is acknowledged by authorities as being the greatest port on the Pacific Coast of the United States. On the basis of the economic haul, this harbor is nearer to 90 per cent of the people and of the production of the United States than any other harbor on the Pacific Coast. It furnishes an agency of distribution which is assisting in the economical marketing of all the products of this empire.

Because of manufacturing and distributing advantages, industrial producers within the Pacific-Southwest have already proved that they can compete on the Atlantic seaboard with producers of the same commodities located 300 miles inland from the consuming center. This fact is sufficient to prove that the Pacific-Southwest is on a parity with the Atlantic seaboard in the marketing of finished products with the eastern portion of the United States and with Europe. Obviously, for Pacific Coast trade there is a genuine advantage over the old established industrial centers.

It is true that in the past the population of skilled workmen for industrial production has been lacking, but climatic advantages are such that producers are daily proving that when employment can be given skilled workers, trained in other producing centers, will naturally gravitate to this point because of the greater attractiveness of living conditions. This should probably be sufficient to furnish evidence of the underlying soundness of the economic situation within the Pacific-Southwest, upon the basis of which it has continued its march of progress and prosperity during 1923.



Diversified Production

IT SEEMS needless to point out that, with such a wealth of raw materials and such a variety of economic endeavor, the mere breaking of a few props in the economic structure, while they might add a little to the strain on the others, could not materially affect the stability of the territory as a whole. Should the petroleum industry suffer a serious depression, it would merely tend to increase the output of hydroelectric power. If the markets for a dozen agricultural products were to become temporarily dislocated, the income from 100 other agricultural items would continue to maintain trade, bank deposits and consumptive ability. In 1900 a frost in the orange belt would have adversely affected the business of all of Southern California. In 1923 it amounted to a little more than a newspaper story to most business men outside of the comparatively small area immediately affected.

However, it must be remembered that the items discussed above are primarily important in the long-time trend of this district toward its natural destiny. They are the factors which are gradually changing the Pacific-Southwest from a pleasure resort into one of the most important producing districts of the entire United States. They are the factors which, in spite of any temporary and short-term tendencies, must in final analysis cause a continuation of expansion in production, in population and in prosperity.

But more important than physical factors is the present-day tendency toward coordination and unification of the economic activities of the Pacific-Southwest. This tendency, which cannot be plotted statistically, has been a prime factor in the progress of the present year and promises to be an important item in the near future. To understand this situation, it is necessary to pay some attention to the history of the Pacific-Southwest during the past several decades.

History of Development

AT THE start this territory was pioneered by Americans coming from the eastern portion of the United States. Even today there is a higher proportionate population of native-born whites in Los Angeles than in any other city of similar or larger size in the entire United States. Most of these pioneers came overland across the deserts. In the '70's they found Los Angeles a pueblo with only a few thousand inhabitants and little activity, but they saw in the Pacific-Southwest a country with enormous agricultural possibilities. In view of the enormous hazards and the terrible handicaps which they faced, they developed this territory in a most amazing manner, but, as is the case in all new countries, they tended to create and develop without any particular plans for the future and with no attempt to build a well-rounded community and no thought of coordination of economic activities as between separate producing districts. Profits were large where success was achieved. Bankruptcy was almost sure to follow a failure. As a result the economies involved in economic production and distribution were of minor concern. The real problem was to bring land under cultivation and to find markets for various raw materials, whether agricultural products, live stock or minerals.

Necessarily these markets were in the East, in the old-established consuming communities, and economical means of distribution were of minor concern so long as markets could be found. Capital was lacking and it was necessary to secure all capital used for expansion from eastern money markets. As a consequence, each district grew with comparatively little concern for the other portions of the territory and each became something of an appendage of eastern centers. Enormous waste resulted from such methods, although profitable productivity was maintained.

Under these circumstances a great rivalry grew up between various producing sections. Water was so vital to the maintenance of production as to be a source of serious dispute between agricultural districts and the cities and even between cities themselves and between various contiguous agricultural areas. In some cases visions of greatness assumed such proportions as to cause more or less justifiable claims of imperialism toward contiguous districts on the part of certain portions of the Pacific-Southwest.

Then came the war and with it a realization that an economic empire, such as this, cannot progress properly when dependent for its capital, distributing agencies and its markets on outside centers which have comparatively little interest in the progress of a far-distant territory. Eastern capital, which had formerly found employment in the Pacific-Southwest, was now turned into the production of raw materials at home and into the financing of foreign nations. Routes of distribution were disrupted and the railroads, upon which this territory had been dependent, were forced to give their primary consideration to the transportation of materials produced in other districts. Markets underwent serious changes and depression and probable stagnation faced many portions of the Pacific-Southwest, unless radical changes were made in the economic structure.

The close of the war did not materially change the situation because of the enormous prosperity in the speculative field di-

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ECONOMIC PROGRESS
PACIFIC SOUTHWEST
(CONTINUED)

lowing the war and because of the depression which followed this. In the earlier case, the owner of capital found it more desirable to employ that capital in his own district than to send it to the Pacific-Southwest, while at the time of the depression he found it almost impossible to move that capital from its eastern uses for the benefit of this territory. The depression also caused serious reduction in the prices for many commodities and brought into broad relief the losses which the Pacific-Southwest was suffering through ineffectual production and unscientific distribution.

Co-ordination of Activities

COINCIDENT with these developments came a realization on the part of leaders within the Pacific-Southwest that, if this territory was to continue to prosper, it must so co-ordinate its economic activities as to create maximum efficiency in production and distribution. With this, came the further realization that such co-ordination meant the development of this territory as an independent economic whole, producing its raw materials on its agricultural or mineral lands, fabricating them in its natural industrial centers, and distributing them by rail or water to the outside consuming points, in accordance with the most economic means of transportation. For example, it brought to light the fact that, while the great wool-fabricating district of the United States is in New England, 80 per cent of the wool produced in the United States is produced at a point more nearly contiguous to Los Angeles than to New England; that manufacturing costs could be cheaper in Los Angeles than in New England; that the cost of transporting the raw material to Los Angeles by rail was cheaper; and that this transportation cost, plus the cost of moving the finished product to the Atlantic seaboard markets, was less than the cost of transporting the raw material from the ranch to New England and then transporting the finished product from New England to consuming markets in the United States.

It further showed that in the production of textiles, which require the use of both wool and cotton, it was necessary for New England to import most of its wool from the far western portion of the United States, Australia and South America, and its cotton from the southern cotton-producing districts of the United States, while in the case of Los Angeles cotton and wool are both produced in commercial quantities within from 100 to 200 miles of the city. Obviously, the haul of wool from Australia to Los Angeles is shorter than the haul from Australia to New England. With cheap supplies of power and minimum cost of operation of industrial plants, the logical center for the fabrication of this wool lies in the Los Angeles Basin.

Similarly, Arizona produces most of the raw copper of the United States within 200 miles of Los Angeles. In the past this copper has been shipped entirely across the United States for fabrication. With the cheaper cost of production and water transportation from Los Angeles Harbor, it would have reduced the distributing costs considerably to have fabricated the copper in this territory.

One of the greatest iron-ore deposits of the United States is on the Pacific Coast and yet this territory has been purchasing hundreds of thousands of tons of iron and steel products from the eastern portion of the United States annually. Today plans are being laid for the building of mills which will make use of the local products for the local markets, with the elimination of all of the heavy distributing costs entailed in the consumption of eastern-produced iron and steel.

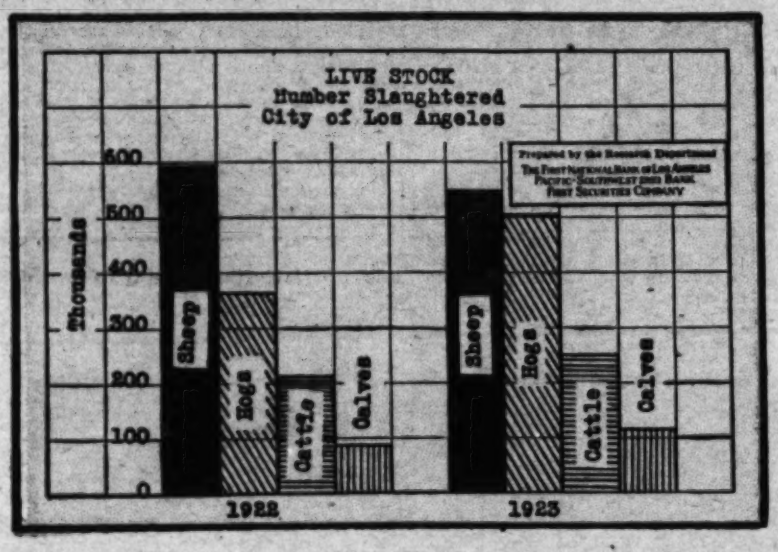
It would be possible to continue such examples indefinitely, but those given are probably sufficient to give evidence of the lack of co-ordination of the economic activities of the Pacific-Southwest in the past, and a few of the reasons why the present-day tendency toward the eradication of these evils has done so much for the maintenance of prosperity within the Pacific-Southwest during 1923. The tendency today is to erect industrial plants fabricating local materials for local consumption instead of having local raw materials sent to the eastern portion of the United States for fabrication and then returned to these markets for consumption. It is also toward the creation of industrial plants for the fabrication of materials for consumption in other markets when it is more economical for such fabrication to be carried on in the Pacific-Southwest.

This tendency is twofold, in that it is causing a readjustment of industrial production through the fabrication within the Pacific-Southwest of materials which were formerly fabricated in other portions of the country and in an actual increase in the industrial production of the United States through distribution of Pacific-Southwest commodities in other portions of the world and through the expansion of local markets by means of reduction in cost of fabricating materials, which necessarily means reduction in the costs to the consumer.

So long as such tendencies continue in many lines of activity, the net profits to the producers of the particular raw materials in question increase, industrial productivity of the territory expands, capital accumulations increase, population increases through the demand for additional workers, and the demand for consumable products in general increases, thereby increasing the general prosperity of the territory.

Such conditions permit each component part of the Pacific-Southwest to produce those materials for which it is best suited, which means maximum efficiency of economic production and the securing of consumable commodities at lowest possible costs.

The spirit of co-operation, which is developing in this territory as a result of the practical application of these principles, is necessarily developing a spirit of intercommunity co-operation, which is in and of itself creating an increasing tendency for the logical development of this territory and for the undertaking of enterprises which are



reacting to the benefit of the entire territory. This tendency toward intercommunity action is well illustrated by the intercommunity banking in vogue within the Pacific-Southwest today. Prior to 1922, when each community was dependent primarily upon its local banks, it was necessary for these local banks to accumulate sufficient supplies of credit to take care of peak demands of the community and during off-seasons of local demands, it was necessary for much of this credit to be invested in commercial paper or in securities originating in the eastern part of the United States.

Through the development of intercommunity banking, it has been proved, during the latter half of 1922 and early part of 1923, that the credit of this territory can be moved between communities having varied periods of peak demand in such a manner as to secure maximum efficiency in credit use and in some cases to almost double the efficiency of the supplies of credit existing in this territory, so far as the use within the Pacific-Southwest is concerned.

Developments of 1923

SO MUCH for the general picture of the Pacific-Southwest as it is today and of the economic factors which have brought it to its present position. In any review of the activities of 1923, it is necessary to give more detailed analysis of the trends within particular lines of activity. It is the purpose of this section to review briefly the trend of activities, as evidenced by developments in the agricultural, industrial and commercial lines of this territory during the past year.

Agricultural Progress

BEFORE attempting the detailed analysis, it may be said briefly that the year has proved somewhat difficult for the agriculturist in many lines of endeavor, due to the necessity of adjusting the agricultural situation to a normal post-war condition. The fact that these adjustments have been largely completed during 1923, without materially affecting the general prosperity of this section, is evidence, in and of itself, of the huge diversity of economic endeavor within this territory. It must be generally admitted that agricultural activities furnish a large part of the foundation of the economic structure and that if prosperity can be maintained on a solid foundation in the face of agricultural difficulties there must of necessity be a huge diversity of economic activities.

The principal changes in the agricultural situation have taken the form of adjustment of the industry to considerably lower prices for raw materials. The most outstanding example of this adjustment has been the reorganization of the Sun-Maid Raisin Growers, which is the official distributor of the raisin industry of California, and which markets 85 per cent of the raisin crop produced in California. Since this State produces approximately two-thirds of all of the entire commercial-raisin crop of the world, the Sun-Maid Raisin Growers market well in excess of half the commercial-raisin crop of the world. The industry is today reorganized upon a basis which permits profitable production of raisins upon conservative valuations of land and a basis which tends to insure its future stability.

Similar, although less striking, adjustments have taken place in connection with other agricultural crops. A particularly important development during the year has been a tendency for producers in certain agricultural communities to shift their production from crops which are not suited to present-day conditions to commodities which will insure a good profit. In most cases this shifting has been from production of field crops on a loose scale on large ranches to production of crops requiring intensive cultivation under irrigation on small acreage. This tendency will probably continue for some time and gives promise of future permanent prosperity in certain agricultural districts which have been marketing their products at a loss or at least not making more than one profitable crop in three or four years, with the profitable crop not much more than covering the loss during the bad years. This situation, which exists only here and there, is a heritage from the days of large ranches held under Spanish grants, and the change is but evidence of economic progress and the gradual conquering of haphazard methods by scientific agriculture.

Industrial Tendencies

INDUSTRIALLY, the tendency toward concentration of activities in the Los Angeles Basin and toward expansion in output has continued throughout the year. There has been a steady accretion to the number of industrial plants, as well as to the number of industrial products produced. Concerns established in previous years have also expanded their output materially. Evidence of this expansion is found in the fact that within a period of three months one new industrial subdivision, covering half a square mile, has been practically sold, with 100 new concerns actually preparing to start operations upon a legitimate basis within its borders.

Of course, no small part of the industrial activity during 1923 has been closely co-ordinated with the rapid expansion in oil production within the Los Angeles Basin. It is possible that the eventual reduction of petroleum output may reduce total industrial production temporarily, although it cannot be expected to materially affect the industrial structure in a serious way for any considerable period of time.

Construction Activity

AS NEW industrial plants have been erected, population has continued to expand through importation of skilled workers formerly operating in other portions of the country. This expansion has been closely correlated with construction activities which must be taken into consideration in connection with industrial output. The Pacific-Southwest has secured national and international attention throughout the year, because of the maintenance of its enormous building program. In some quarters question has been raised as to whether the community has not been overbuilt. Careful analysis of all the factors involved has shown that during the war period construction activities in this territory ran approximately $250,000,000 behind its normal requirements in proportion to its growth in population, in commercial activities and in industrial output. The enormous building activities of 1920, 1921 and 1922 expanded only in about the same proportion as these three items expanded during those years. The year 1923 has been the first one since 1914 in which construction has taken care of the normal increase in demands for that year and made some inroads upon the shortage which had been accumulating for eight years. Indications are that the building of this district is still $150,000,000 short of the cumulative normal demand. As a consequence, it is safe to assume that the building activities will continue for some period to come, both because of the necessity for the maintenance of construction to take care of expanding production and population, and because of the pressure of demand to remove the existing shortage, which, while not serious, is still sufficient to prevent a normal equilibrium between supply and demand.

Commercial Growth

COMMERCIALLY, there has been a general expansion in turnover throughout the year, averaging in most lines from 20 to 25 per cent in excess of 1922. Commercial activities have been quiet in some agricultural sections where adjustments to post-war conditions have been in progress, but the enormous expansion in industrial and commercial centers has more than offset the losses in some agricultural districts. An interesting phenomenon has been the growth of small outlying business districts outside of congested business areas in the various cities of the Pacific-Southwest, congestion of street-car and automobile traffic practically compelling the development of these business districts. Some of them have been illogically placed and must be moved in the future, but upon the whole they are serving a real need in the community.

With the large stores in the downtown business centers of the cities of this district reporting increases in turnover of from 20 to 25 per cent in the face of this expansion in local business districts, it is safe to assume that the commercial turnover has increased probably one-third during the year. This increase has been due to two factors, the first being the increase in population, and the second, the prosperity of this district, which has caused expansion of purchasing power on the part of many already located here.

Increase in Population

THE extent of this increase in population is illustrated by the fact that the population in Los Angeles in 1920 was approximately 576,000. Careful surveys, based upon accurate statistical methods, indicate that in July, 1922, this population had increased to materially in excess of 700,000, and in July, 1923, was probably well in excess of 800,000. Present prognostications indicate that if the economic activities of this territory are maintained upon a sound basis, the population of Los Angeles alone would probably exceed 1,250,000 by 1930, and that of the southern half of California will exceed 3,000,000, an increase of over 100 per cent during this decade. It is true that such estimates are apt to exceed the actual growth, but the difficulties being encountered in providing utility service, irrespective of whether the utilities are publicly or privately owned, indicates that these estimates are conservative, so long as it is understood that they are based upon an assumption of continuation of present-day tendencies.

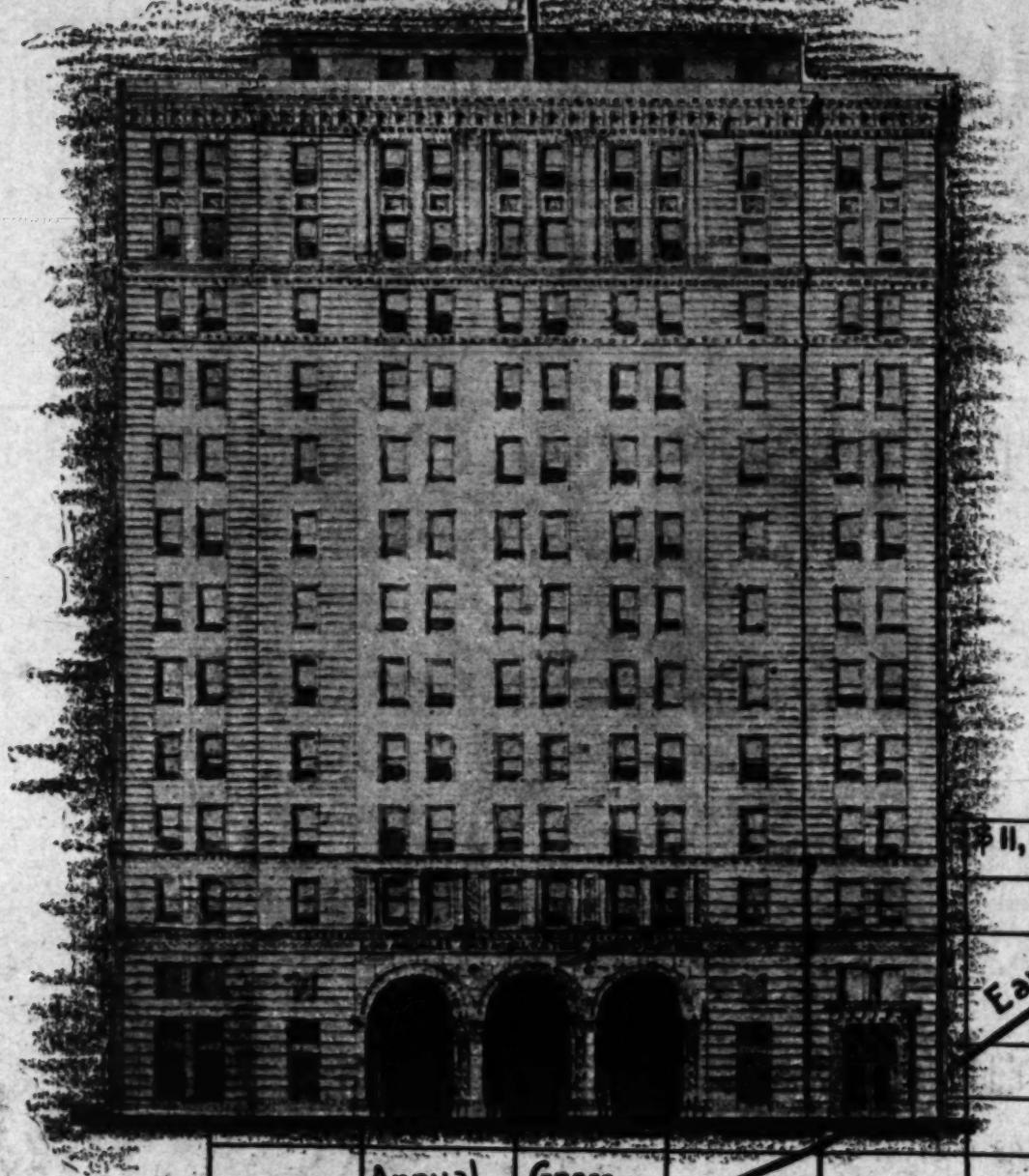
Enormous Petroleum Production

THE output of petroleum has been one of the startling developments of the past year. During 1920 the entire daily production of petroleum in California averaged between 300,000 and 350,000 barrels. During that year petroleum fields at Huntington Beach were discovered. During the next year those of Long Beach and Santa Fe Springs were pioneered. Today these three new fields are producing well in excess of double the daily average of the entire State of California in 1920, and approximately three-fourths of the State production, which is approaching a mark of 900,000 barrels a day. In fact, 98 per cent of the petroleum output of the entire State comes from the Pacific-Southwest.

This enormous production has necessarily disrupted the petroleum markets of the world. It is causing the expenditure of vast sums of capital for storage and refining facilities and has resulted in the wastage of many millions of dollars in the development of the producing fields. Due to the fact that parts of these fields had been subdivided into small lots before oil was discovered and that a spread ownership was conducive to overdrilling, no less than $100,000,000 has been wasted in drilling, and the opinion is freely expressed, in circles acquainted with the situation, that the net result will be an actual loss of capital rather than the taking of any profit from these new fields. Not only do many individuals stand to lose by speculation in production, but the entire community is losing capital which could materially assist in prosperity, if turned into proper productive channels.

In spite of this, the petroleum industry is providing a material impetus in the maintenance of present-day prosperity through the employment of thousands of workers and the bringing in of vast sums of capital from other portions of the country. There is hope that, when the eventual slowing down of production materializes, the inevitable adjustment can be made without mate-

Our New Home



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The graph below shows the conditions that have made the new building necessary.

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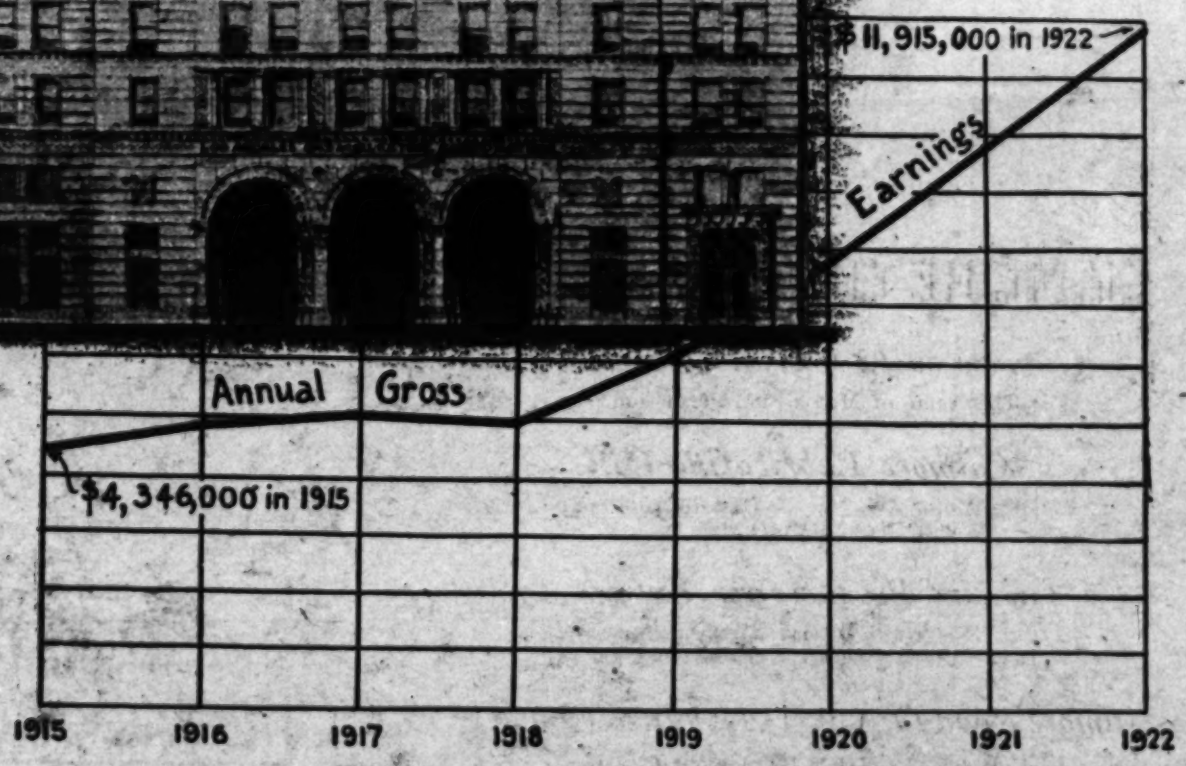


Los Angeles Gas and Electric Corporation

ECONOMIC PROGRESS OF THE PACIFIC-SOUTHWEST
(CONTINUED)

or admitting bankruptcy, with the eventual result of elimination of one of the greatest potential agricultural empires of the world.

The Co-operative Company of 1912

The company contracted with growers to purchase their entire crop with a down payment at time crop was delivered, with the balance paid at stated times throughout the year, presumably out of returns from sale of the finished product. Approximately 65 per cent of the acreage was signed at the time of delivery, it being obviously impossible (for the [illegible] to be extended beyond the scope of the ordinary one share, so each share of stock acts virtually as a certificate of membership in the co-operative association. This California company makes the contract with the co-operative association. This California grower and pools the crops, over 85 per cent of the acreage being now signed. It, as a pool of growers, contracts with its members to pay them at the time of delivery of their crop such an advance as general business conditions, the condition of the company and the option of the directors warrant, it being obviously impossible standard, the new crop is being marketed satisfactorily.

At this writing there is every reason to believe that the industry is now so soundly organized and readjusted to postwar conditions as to insure continued prosperity and development in the Central San Joaquin Valley for many years to come. In its year of golden jubilee, the California raisin industry has reached its maturity and co-operative marketing in California has again proven and justified itself.

ECONOMIC PROGRESS OF THE PACIFIC-SOUTHWEST
(CONTINUED)

rial interference with the general prosperity of the Pacific-Southwest because of the increasing productivity in other lines of activity, particularly in industry.

Sectional Progress

SECTION by section, this entire territory has shown marked progress during the year. With the completion of the reorganization of the raisin growers, the Central San Joaquin Valley is approaching the close of its adjustment to postwar conditions and should probably start gradual expansion during or following the 1924 season. Uncertainty must continue in the southern end of the San Joaquin so long as the oil situation remains unsatisfactory. The Imperial Valley, which was the district of the Pacific-Southwest which suffered most severely from the effects of the depression, has practically re-established its former position and may be expected to increase its prosperity and prosecute important developmental projects during 1924. In the coast district north of Los Angeles, there are still some difficulties, due in no small measure to the shutting down in petroleum production in the older fields during the period of excess production in the new fields in the Los Angeles Basin and also due to the gradual change which must be made in the agricultural life of parts of this territory from the standpoint of agricultural methods, as well as of types of products. With but a few exceptions, this district has been the last stronghold of the large ranch, loosely cultivated under dry-farming methods. In the metropolitan area around Los Angeles, production has steadily expanded and prosperity has increased. In the agricultural areas to the east and southeast of Los Angeles, a generally satisfactory year has been witnessed.

The excess of funds in depositing districts has been about sufficient to take care of the seasonal shortage of credit in the agricultural territory. For the Pacific-Southwest, as a whole, 1923 has marked the solution of the major problems of the period of adjustment to postwar conditions, with a general increase in prosperity, in spite of the difficulties which have been encountered in those districts in which adjustment has been most severe.

An attempt will be made in the balance of this section to give a more detailed picture of the various phases of economic activity and of the progress which has taken place during the year in the march of the Pacific-Southwest toward its destiny as an independent economic entity, an empire of untold resources being developed in a manner to provide not only for the economic wants of man, through co-ordination of economic activity and efficiency of production, but also to provide for his luxury and satisfy his aesthetic wants through the development of the world's greatest natural playground and the encouragement of the arts.

AGRICULTURE

THE agricultural situation in the Pacific-Southwest during 1923 has been characterized by gradual but steady adjustment to postwar conditions and a strengthening of co-operative marketing in the distribution of agricultural products. Prices for many agricultural crops have moved downward so seriously as to be materially out of line with the prices for finished products which agriculturists consume, a situation which has been more or less general throughout the United States. However, in practically all cases, the downward movement has not been sufficient to eliminate profits where crops were produced upon land purchased at conservative valuations.

Many of the difficulties encountered in 1922 have been eliminated and have more than offset the unfavorable items which have developed during the year. Car shortage, which existed in the earlier year, was not present in 1923. Prices for such commodities as cotton have strengthened. Lemons have felt the beneficial effect of the increased tariff. Railroad rates to consuming markets have been somewhat under those of earlier years. Credit, while not overly plentiful in agricultural districts, has been sufficient to meet normal requirements. Agricultural-land values have been brought more nearly into line with the long-term average prices for various agricultural products. Producers have generally made some profit and are now in a position to enter the coming year with a normal outlook ahead of them.

Probably the greatest outstanding feature in California agricultural life is co-operative marketing movement which has been applied so successfully in California agriculture. Because of its uniqueness, its original successful application in California, the results which it has achieved, the developments of the present year and the increasing interest in California co-operative marketing which is being displayed in other agricultural districts, this particular phase of agricultural activity in the Pacific-Southwest is deserving of particular attention.

Co-operative Marketing

"CO-OPERATION," said the late Franklin K. Lane, "is the word of the Twentieth Century." Producers of agricultural products in California have demonstrated clearly, through their co-operative marketing agencies, the truth of this statement. Co-operation and co-operative marketing agencies are not panaceas for all of the ills of our economic life, but they unquestionably furnish the means for the solution of some of our most difficult problems.

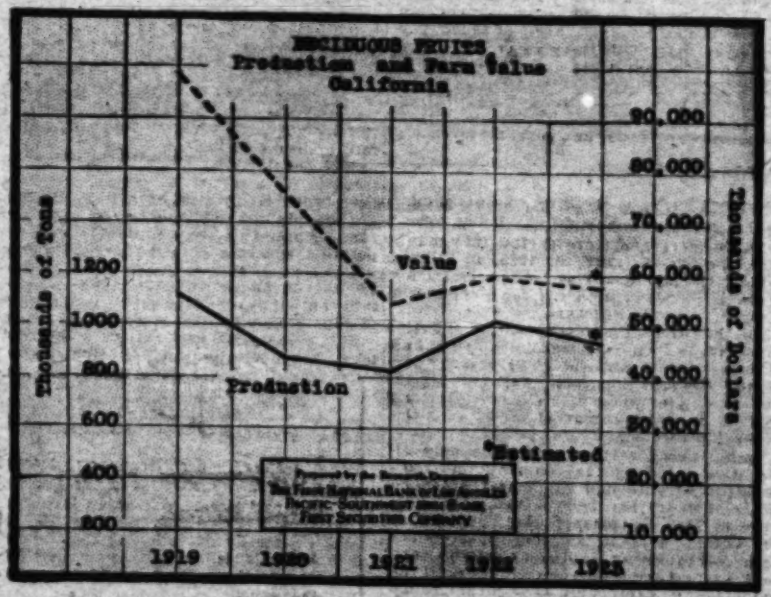
The world at large is, of course, acquainted with the success of co-operative marketing in California. It is known that the citrus-fruit industry and the raisin industry, the two most striking examples of success in co-operative marketing, were rejuvenated through the organization of such agencies. It is not, however, generally known that there are in California thirty-eight co-operative marketing agencies of agricultural producers, marketing crops as varied as eggs, beans, oranges and alfalfa, with the office of the northernmost association located in the Sacramento Valley and the southernmost association 600 miles south in the Imperial Valley.

It is true, of course, that there are many problems involved in successful co-operative marketing, and that, as a general rule, it has been necessary for these co-operative marketing associations to go through a preliminary and comparatively unsuccessful period and often through a reorganization, following which the association became a vital, effective and efficient factor in the distribution of the products of California.

The co-operative movement is on the increase. The success of California associations has drawn so much attention that producers throughout the country are inquiring concerning them, with the thought of establishing similar ones for the marketing of their various crops. This naturally raises the question, not as to whether California co-operative marketing has been successful, as that question must obviously be answered in the affirmative, but as to the basic factors involved in such marketing organizations and as to whether the economic principles underlying them are sound.

Economic Basis of Co-operation

IT WOULD appear, after careful analysis, that such organizations are based upon sound economic principles. It must be granted that, as a general proposition, the products of the agriculturists are marketed in world markets and that, comparatively speaking, the average agricultural producer has comparatively little control over the selling price of his products at the point of delivery, that price being determined by



the supply of that particular product entering the consumptive market in its relation to the demand.

It must further be granted that the cost of distribution of the agricultural products actually runs in final analysis against the agricultural producers. In other words, prices are determined by supply and demand at point of delivery and the net return to the grower must be this price less the cost of freight and marketing and the general cost involved in the distributing process.

Obviously, therefore, the producer more than any other party is interested in efficient marketing of his products, as any wastes in distribution run against the net return of the producer, just as any economy in distribution runs to his favor. The cost of distributing the raw agricultural product is consequently of little concern to the purchaser or to the ultimate consumer, except in so far as that cost, when it runs too high, will so lower the returns to the producer as to reduce the supply of goods which enter the market, which will necessarily mean increasing prices to the consumer.

It would seem, therefore, that the party who has the most direct interest in the cost and methods of distribution or marketing of agricultural products is the agriculturist himself. Since this producer must bear the cost of distribution and has the most direct interest in distribution, it is natural that, if he can control the process of distribution, he is the logical and proper party to do the distributing or marketing.

The Producer's Position

IT IS because of this fact that the co-operative-marketing association is economically sound. Obviously, a group of agriculturists who are primarily skilled in production are not in a position as independent producers to follow the market and to distribute their goods scientifically.

In the first place, as individuals, they do not have the funds available to secure the information necessary with regard to markets or to do their marketing upon the broad scale which is necessary if they are to efficiently control the distribution of their products. In the second place, they are not, as individuals, skilled brokers, being rather producers.

In order to overcome these difficulties, the only practical means yet found which permits the producer to control distribution or marketing of his products is through the organization of a co-operative-marketing agency. Through such an organization, a group of producers may band together and, through the unification of their separate resources, control the distribution of a sufficient proportion of the crop to make it an important factor in the produce market. At the same time, through such co-operation, they can secure the resources from which to pay efficient specialists, well acquainted with the principles of marketing, to handle the distribution of their products, retaining to themselves the control and direction over their employees in a manner similar to that in which the stockholders of a corporation control their officers.

Of course, to be successful, such marketing requires the concerted action of a large proportion of the growers in a particular industry and the maintenance of their interests in that one marketing association, together with the choice of efficient managers of distribution.

In other words, while the principle is sound, it can be successful only if applied by those thoroughly conversant with the business undertaken.

Expansion in Activities

ONCE this basic purpose is served, the co-operative associations are in position to extend their usefulness without interfering with their principal function. For example, it is possible, through advertising campaigns, to extend the demand for the product of the agriculturist so as to absorb either an increasing supply of the raw material or to increase prices. It is also possible to change the habits of consumers so as to permit a more steady flow of the agricultural product concerned to market. Also, it is possible, through co-operative features of the association, to arrange for a sound financing of the industry, both from the standpoint of marketing and of production.

Obviously, the success of California co-operative-marketing associations, which have brought so much prosperity to this State, and the sound principles upon which they are based would appear to argue for the extension and further development of such marketing organizations for agricultural producers.

Raisins

IN VIEW of the 1923 activities, the raisin industry of the Pacific-Southwest is entitled to a proportionately larger space than the total value of the crop would warrant, because its history during the year has illustrated both the progress which has been made toward adjustment to postwar price levels in California agriculture and because of the successful reorganization of the co-operative-marketing agency in the industry, which has just been completed.

In order to understand the developments which have taken place during 1923, it is necessary to sketch briefly the history of this industry.

The story of the California raisin is a romance of business, a picture of the American pioneer, battling against almost superhuman burdens and eventually emerging victorious, with the prosperous San Joaquin Valley of today the tangible outcome of the struggle.

Raisin-growing in California dates from 1851 when the first raisin grapes were planted on an experimental scale in the southern part of the State. However, the industry as an industry cannot be said to have been born until 1873, the first year in which there was a crop of sufficient size to justify the belief that California had potentialities for producing raisins on a commercial scale, the crop for that year totaling sixty tons.

Between 1851 and 1873, the experiments had been transferred from the southern part of the State to the Central San Joaquin Valley and the heart of the industry has remained there ever since.

The story of the raisin is the story of the economic development of the San Joaquin. From 1873 until 1890, the crop grew gradually, but did not assume sufficient proportions to attract particular attention—that of 1879 having totaled approximately 500 tons, and that of 1884 about 1750 tons; that of 1885 close to 4750 tons. Then came a spurt, and in 1894 the crop was slightly in excess of 50,000 tons.

Early Problems

WITH the development of a commercial crop, serious problems of marketing immediately came to the surface. The last decade of the nineteenth century is a history of crop after crop being brought into the market and being sold at prices under the cost of production, until finally, in 1898, the situation had become so serious that the producers, after several unsuccessful attempts, banded into the first really important co-operative-marketing agency in the industry in a manner which permitted them to sell their crop profitably for about three years, with the result that additional acreage was immediately planted to raisin-grape vines, sufficient to result in increasing tonnage in 1902.

However, internal dissension broke up this first co-operative movement in 1901, and from 1902 to 1911 the history of the valley is that of a people going gradually bankrupt, as they found it impossible during any one of these years to sell their crop at a sufficient price to cover the cost of production.

By 1910 there was hardly a vineyard in the valley that was not under heavy mortgages with little likelihood of the mortgage being lifted. The merchants of the valley had about extended their credit with wholesalers and jobbers to the breaking point; the banks were filled with nonliquid paper, agriculturists had not produced a paying crop for years and the credit of the valley was practically gone in financial centers. In other words, the people of the valley had reached the point where they either were forced to the necessity of developing a means for marketing their crops profitably

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DR. ALBERT SOILAND

ADMIRAL PACIFIC COAST YACHTING ASSOCIATION

DR. ALBERT SOILAND came to California in 1898 from the medical department of the University of Illinois. He finished his course in the medical department of the University of California, graduating with the degree of Doctor of Medicine and Surgery in 1900. He married Dagfine Berner Svendsen in Chicago in 1902. While still a student, the discovery of X-Rays by William Conrad Roentgen was announced, and early recognizing the possibilities of this force to the science of medicine and surgery he incorporated this agent to his medical work. After a few years of general practice and several post graduate courses in medical centers of Europe and America, he began to devote his time entirely to the use of X-Rays and radium, in so far as they applied to the comprehensive practice of medicine and surgery.

Dr. Soiland is deeply interested in his professional work, and is a member of the recognized medical and surgical societies of the United States. He is the founder and recent president of the Radiological Society of North America, and the founder and executive secretary of the American College of Radiology.

Dr. Soiland, descending from a race of seafaring people, early took to the water for recreation. He believes that water sports, and particularly yachting, offer the best inducement to the participant for a long healthy and useful life. He has been very active in promoting this sport on the Pacific Coast. He became the first fleet surgeon of the old pioneer South Coast Yacht Club, and later served as commodore of this club. He organized and was the first commodore of the Newport Harbor Yacht Club. He was one of a number of progressives, who formed an amalgamation of the Southern California yacht clubs, and was elected admiral of this association, serving two years. More recently, he has been instrumental, with the assistance of a number of progressive yachtsmen on the Pacific Coast, in organizing the Pacific Coast Yachting Association, which includes every Corinthian yachtsman and club from Victoria, B. C. and including San Diego, Cal. This association will see that the sport is maintained and developed along clean healthful lines.

Dr. Soiland is a staunch American and a loyal Californian, is a member of the civic and commercial bodies and the leading clubs of Los Angeles.

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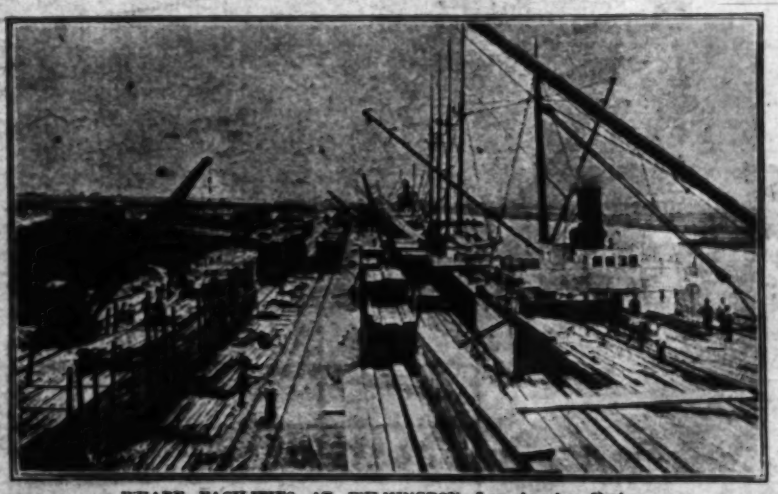

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ECONOMIC PROGRESS OF THE PACIFIC-SOUTHWEST
(CONTINUED)

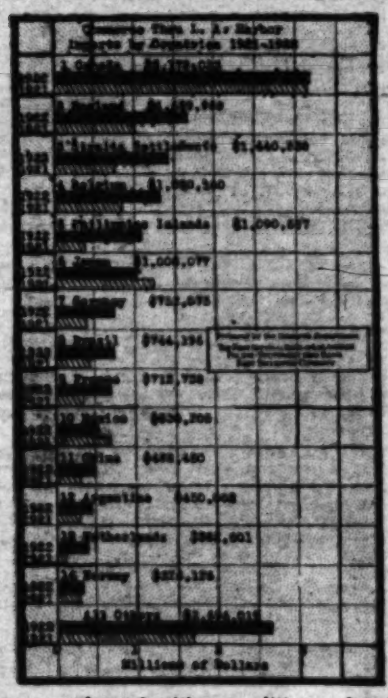
or admitting bankruptcy, with the eventual result of disintegration of one of the greatest potential agricultural empires of the world.

The Co-operative Company of 1912

OUT of this situation arose men who, in 1912, after a campaign which had its inception in a situation which seemed almost hopeless, formed the California Associated Raisin Company, with a capital of $1,000,000—almost the last money available in the central portion of the San Joaquin Valley.

This company was the co-operative-marketing agency which was to turn the San Joaquin Valley from a bankrupt district into one of the wealthiest and most prosperous agricultural empires of the world. It was the success of this concern which raised the production of raisins in California from 70,000 tons in 1912 to 225,000 tons in 1922, and which turned land which promised to become almost worthless into farm property, worth in many cases from $500 to $1000 an acre.

In discussion of this 1912 company, it must be remembered that the organizers



were confronted with a condition and not with a theory; that they were after all, primarily, agriculturists and not business men; that they were financially desperate, and that any mistake which they may have made, falls into insignificance in comparison with the accomplishments in the face of almost superhuman obstacles.

At a later date, when the brand name of "Sun-Maid" was adopted, the name of the company was changed from that of the California Associated Raisin Company to the Sun-Maid Raisin Growers. The purpose of the company was to develop co-operative marketing in the raisin industry, but at no time was it a strictly co-operative organization. It was co-operative to the extent that it pooled and marketed the crops of growers as a growers' organization, but it was also a capital corporation, engaged in the manufacture of a commodity and drawing much of its capital from outside of the raisin industry.

The Packers and the Growers

AT THE time the company was formed, the crop was being marketed through independent packers. Some of these packers were inclined to look only to immediate profits and after developing a brand reputation started selling inferior and second-hand raisins as first-class goods. Their intentions were merely to supply the existing market, which was strictly a specialty market with a strong demand only during the holiday season, and they thought primarily of making a profit for themselves without developing highly efficient selling organizations or widening the marketing, paying the growers such sums as were left over after their costs and profits had been taken out of the industry.

Their position in the industry was such that they had been able for twenty years to prevent the successful organization of a co-operative-marketing agency. Under such circumstances, it was felt, because of past experience, that it would be exceedingly dangerous and difficult to permit existing packing organizations to purchase, pack and sell the pooled product of the growers. Consequently, the growers' organization was almost forced into the manufacture and sale of their products directly to the trade.

This meant that the organization must be extended beyond the scope of the ordinary co-operation-market association. This is the reason that outside capital was drawn into the company, for the purpose of erecting warehouses and packing-plants.

The company contracted with growers to purchase their entire crop with a down payment at time crop was delivered, with the balance paid at stated times throughout the year, presumably out of returns from sale of the finished product. Approximately 85 per cent of the acreage was signed at the beginning and remained in the associated company throughout its life. The first three or four years of the history of the association was that of gradual, but certain, success, with a steady progress toward solution of the problems involved in changing the demand for the crop in such a manner as to make the raisin a staple article of commerce rather than a specialty product, and in the pooling, packing and distributing of the crop.

War Stimulus to Production

WITH the war came an abnormal increase in demand and an abnormal price; incidentally, it is well to note that, in spite of public opinion to the contrary, so far as the raisin is concerned, prohibition has had practically no effect upon the market. It was the wine-grape and grapes of varieties other than those dried to raisins which felt the abnormal demand, caused by attempts at home manufacture of alcoholic drinks. Careful analysis shows that only the most minor portion of the raisin crop was at any time used for wine manufacture, and that this practically disappeared following the first year of prohibition. With the expansion of demand, due to requirements of warring nations, the reduction in sugar allotments, a smaller Spanish crop, etc., a very important new acreage was planted to raisin grapes.

Under the stimulus of this demand, upon the expiration of existing contracts with the growers, the Sun-Maid Raisin Growers made new contracts, which guaranteed producers proportionately large advance payments at time of delivery of crops. This was perfectly legitimate under then-existing prices, but it interfered seriously with the finances of the organization when the abnormal war demand ceased and prices tended toward a normal postwar level.

Problems of Expansion

IN ADDITION, as the crop was expanding, the growers' company was being forced to place more and more capital into manufacturing plants, until, in 1922, it became evident that there was serious necessity for financial reorganization and for a change in contract with the growers.

At the same time, the legality of the company, as then organized, had been called into question because of asserted violation of the Federal Sherman Anti-Trust Law and, at a later date, of probable violations of new co-operative-marketing laws of the Federal government.

Under these circumstances, the only alternative faced by the company was reorganization. Although the major problems of the industry had been solved, these two were of such importance that, by 1922, it had become evident that there must either be a reorganization or the associated company would have to dissolve. Failure of the company would probably have meant ruination of the industry and many years' depression in the Central San Joaquin Valley, because, irrespective of the merits or demerits of co-operative marketing, the abrupt removal of the company which was marketing 85 per cent of the United States production and almost two-thirds of the world crop would mean the absolute disruption of packing and marketing methods. It would probably have taken a decade to readjust the industry to a normal basis.

There had also been some dissatisfaction in growers' circles, due to the fact that the 15 per cent of the acreage outside of the association was producing a crop which was being sold at from ½ to 1 cent per pound over the association prices, because the independent packers purchasing the crop were leaning upon the organization, and its advertising and stabilization of markets in a perfectly legitimate manner, and could afford to pay this extra price to secure a sufficient amount of the crop to keep their packing plants in operation. With only a small proportion of the crop available to them, their competition was naturally keen.

Consequently, leaders in business and in financial circles were called in the fall of 1922 to assist in laying plans for a reorganization which would permit proper financing and would remove any question of illegality.

Solutions of the Problems

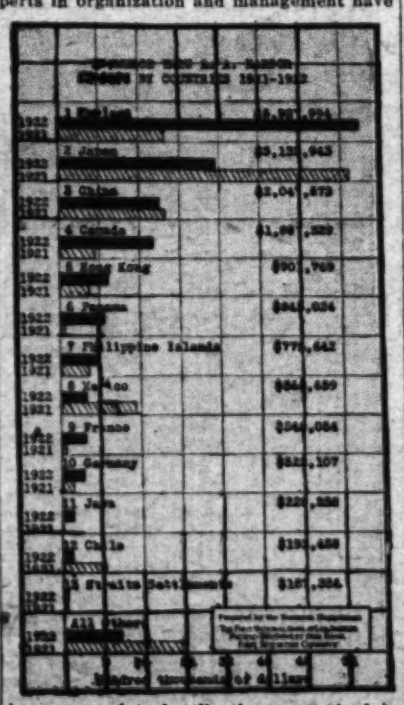
THE organization evolved, which is now operating with assured success, was surprising in its simplicity. The co-operative phase of pooling the crop was divorced from the manufacturing and marketing activities. This was made possible through the organization of two companies—the first known as the California company, which is a strictly co-operative organization. This company has $25,000 in authorized stock, divided in 25,000 shares, with a par value of $1 each. Only growers can purchase this stock, and each grower is permitted to own only one share, so each share of stock acts virtually as a certificate of membership in the co-operative association. This California company makes the contract with the grower and pools the crops, over 85 per cent of the acreage being now signed. It, as a pool of growers, contracts with its members to pay them at the time of delivery of their crop such an advance as general business conditions, the condition of the company and the opinion of the directors warrant, it being obviously impossible for the growers to attempt to contract with themselves to pay to themselves a set price at time of delivery, irrespective of general and market conditions.

The California company then turns over the pooled crop to the second company, incorporated under the laws of Delaware. This second company acts as the manufacturing and marketing agent of the California company, operating under the orders of the California company in the following manner: The growers elect the board of directors of the California company. That board of directors holds the common stock of the Delaware corporation, which is a nonpar stock and which has all of the voting powers of the Delaware corporation, as trustees for the growers, so that no one excepting the growers or their representatives has any say in the management of the manufacturing company.

The Delaware company provides financial aid and co-operation with financial interests to the growers through the sale of 7 per cent cumulative preferred stock to individuals who desire to purchase it. At a later date, bonds may probably be issued by the Delaware corporation against the security of its assets. The stock of the old company now disbanding is converted into preferred stock or debenture of the new Delaware corporation. The Delaware company manufactures and sells the raisins, returning all funds received over and above the cost of plant operation, sales organization, dividends on preferred stock and interest on outstanding obligations, to the California company as payment for the fruit turned over to it out of the growers' pool.

The California company then pays to each producer the net returns on his crop, based upon the amount and quality of crop turned in by him. In this manner, sufficient capital has been accumulated to insure successful management. Means are provided for future accumulation of capital to prevent any repetition of the difficulties encountered in 1922, through provision in the purchase contract that growers will take up to $4 per ton payment on their crop in the form of preferred stock of the Delaware corporation which, with the association handling a 200,000-ton crop, would mean that $800,000 in additional capital would be put into the Delaware corporation each year out of the returns on the crop.

The services of some of the greatest experts in organization and management have



been secured to handle the reorganized industry. As a consequence, with few exceptions, producers are today in a better position than they have ever been in their history, with their marketing agency so solidly organized and financed that there is no question but that it will be in a position to secure any legitimate financing needed for future development.

Results of Reorganization

THE industry entered 1923 with the largest carry-over on record. In spite of market reversals, due to uncertainty with regard to reorganization during the spring months, the old stocks were largely disposed of before the new crop came on the market. Then mildew reduced the 1923 crop and prevented the placing of an unduly heavy burden on the reorganized association. While prices are not up to the war standard, the new crop is being marketed satisfactorily.

At this writing there is every reason to believe that the industry is now so soundly organized and readjusted to postwar conditions as to insure continued prosperity and development in the Central San Joaquin Valley for many years to come. In its year of golden jubilee, the California raisin industry has reached its maturity and co-operative marketing in California has again proven and justified itself.

Citrus Fruits

DEVELOPMENTS in the California citrus-fruit industry have been comparatively minor during the year. The 1922 crop was exceedingly short, due to abnormal weather conditions during the growing season. It was felt at the close of the 1922 season that the trees might have been injured sufficiently to reduce the 1923 crop. This, however, was not the case, as evidenced by the fact that during the first three-fourths of the 1923 crop year total shipments of oranges from the Pacific-Southwest aggregated approximately 41,000 carloads, as compared with 25,000 during the same time in the preceding crop year and 39,000 carloads in 1921.

Lemon shipments to the first of September totaled approximately 7500 carloads, as compared with 9000 carloads in the same period a year ago and 10,000 carloads two years ago. However, this cannot be taken as evidence of a reduction in the lemon crop, as much of this year's crop was withheld from the market until the fall because of the competition of foreign lemons. Prices of lemons, which were somewhat weak during the early part of the year, strengthened steadily throughout the summer and have returned a good profit to growers.

The Orange Market

ORANGE prices have fluctuated within wide levels, but have proved generally profitable. The Valencia crop moved throughout the summer and fall months until well into November with the early Navels entering the market in December. Due to the production of these two varieties, California oranges are being marketed throughout almost every month of the year, thereby bringing income to various agricultural districts of this territory throughout the entire twelve months' period.

It is too early to predict what the trend of the 1924 crop will be, but all present indications point to a heavy crop year for oranges for 1924, with the outlook for the oncoming crop of Navels exceptionally promising. The strength of lemon prices during the past year has been such as to stimulate new plantings and the industry, which was considered on the point of extinction two years ago, is now expected to enter a gradual period of expansion.

New Distributing Method

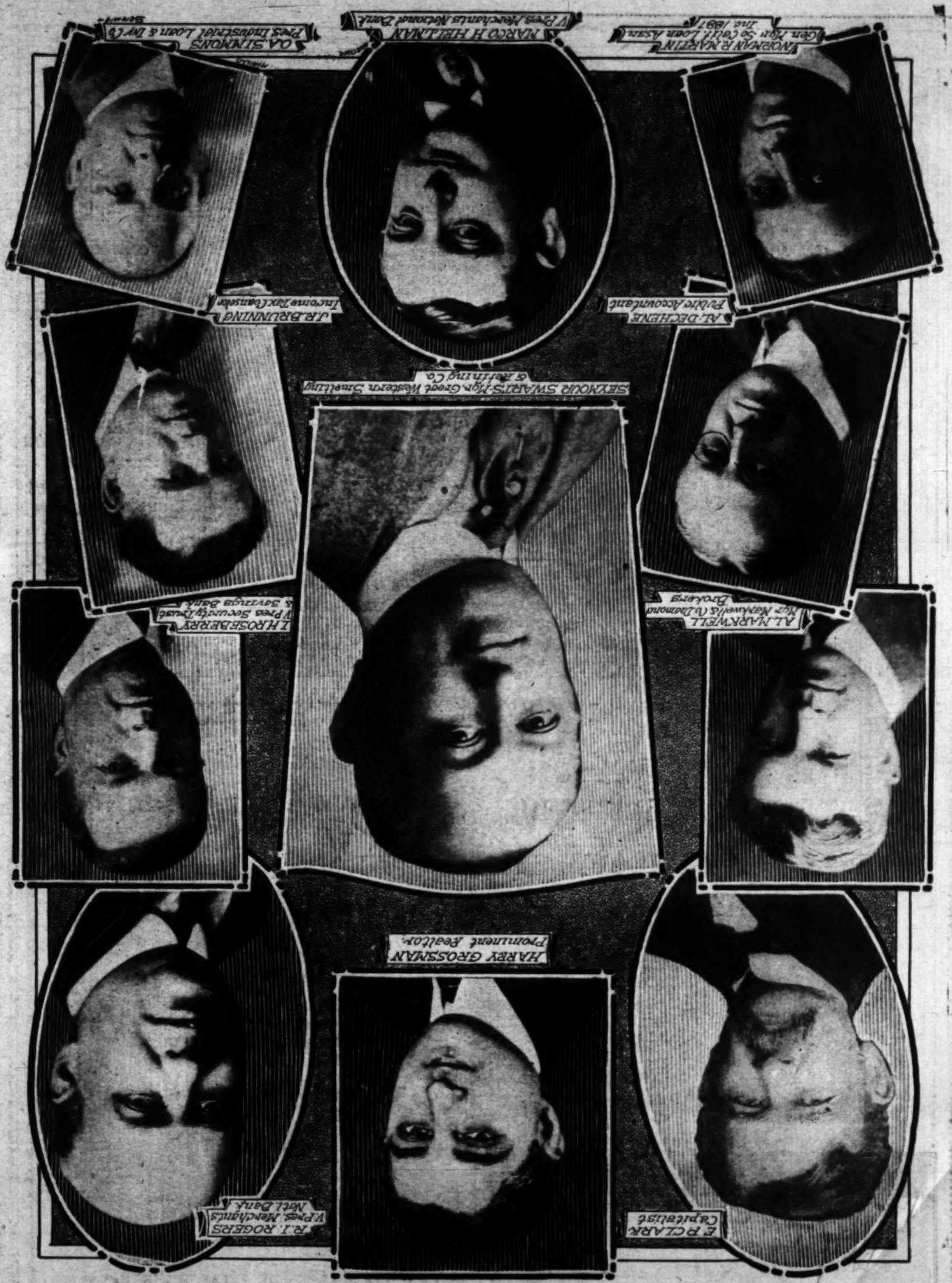
IT IS probable that new means of distributing California citrus fruits at lessened costs will be inaugurated shortly. Successful experiments have proved that these crops can be moved to Atlantic seaboard consuming markets by use of refrigerator vessels plying between Los Angeles Harbor and the Atlantic Coast, via the Panama Canal, and plans are being laid for the inauguration of such service regularly. This should give an added impetus to the industry, as it will materially reduce one of its major problems, viz., the excessive cost of distribution.

A particularly interesting phase of the agricultural situation lies in the fact that many of those living outside of the Pacific-Southwest are inclined to look upon the citrus-fruit industry as the largest agricultural industry of this territory. While there can be no question but that it is one of the highly important crops, oranges and lemons account for only about one-third of the fruits and nuts of the southern half of California from the standpoint of value and only about one-fifth of the total crop values of this portion of the State, in spite of the fact that shipments of citrus fruits from this territory normally exceed 50,000 carloads per annum.

Deciduous Fruits

THE deciduous-fruit situation has been far from satisfactory during the past year. Extreme moisture during the early part of the growing season, coupled with the failure of many producers to recognize the situation and take the proper steps toward irrigation, resulted in a large crop of small-sized apricots, although the crop itself was one of the largest on record from the standpoint of tonnage. Due to the failure of a normal English demand for California canned apricots much of the 1922 crop was left in the hands of English jobbers who normally handle 50 per cent of this particular California crop. As a result, canners were not in a position to handle anything except large-sized, first-quality fruit and only about 6000 tons of a 60,000-ton crop were canned this year.

Approximately 30,000 tons have been dried in the hopes of salvaging part of the crop and most of the balance has been allowed to rot. However, the major portion of this balance was in small-sized fruit which would not have been readily mar-



REPRESENTATIVE MEN

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(CONTINUED)

keted under any circumstances. The total canned pack amounted to only about 10 per cent of that of 1922, while the dried crop exceeded that of the previous year by 200 per cent. Prices have only averaged from 25 to 50 per cent of those of a year ago.

The Peach Crop

THE peach crop was not entirely satisfactory. Most of that portion of this year's crop which was canned was delivered at a price of 5 cents a pound. The pack in the southern portion of the State totaled about 50 per cent of that of 1922. Prices to the growers ranged from $25 for first-grade free-stones to $50 a ton, as compared with $50 and $55 during 1922. Were it not for the steps which are being taken in the industry to prevent a recurrence of this situation the outlook might be considered not too bright. However, there is reason to believe that 1923 has marked the completion of the major portion of the adjustment of the apricot and peach situation. Strenuous efforts have been made to get producers to thin orchards more carefully and to concentrate on the production of large-sized, first-quality fruit. There is every reason to believe that this campaign will produce material results by the 1924 season and with the small 1923 pack the markets will probably be in condition to absorb a profitable production next year.

Market for Other Fruits

IN SPITE of the peach and apricot situation, deciduous-fruit producers, as a whole, have not suffered as much as might have been expected. An excellent crop of prunes has been produced, the green fruit bringing producers around $25 a ton and early quotations on the ripe crop indicating that 5½ cents a pound is to be about the prevailing price at which the major portion of the crop will be moved out of producers' hands. The pear crop, while not large, has been of good quality and has brought producers good profits. The apple crop has moved steadily in good quantities. While prices for green grapes have been down, in comparison with a year ago, grapes have brought as high as $40 to $45 in the case of Malagas, and $70 to $75 a ton in the case of black wine grapes. The mildew caused by the cool summer in the San Joaquin Valley reduced the grape crop by from one-fourth to one-third, but tended to increase prices so that producers did not lose by the inroads of the blight. At this writing, it is too early to give final statistics as to actual total yields of these various deciduous crops or as to the total returns received by growers. Upon a whole, it may be said that the crops averaged approximately as large in 1923 as in 1922, that growers received somewhat less for their crops than in the past several years, but that they made a small profit, with the exception of the apricot producers; and that they will generally enter the 1924 season in better condition than a year ago.

Walnuts

THE early estimates of the total walnut crop of the Pacific-Southwest places the tonnage for 1923 at between 27,000 and 28,000 tons, an increase of a little more than 5 per cent over 1922. The crop season commenced from ten to fifteen days earlier than usual. Practically no damage was suffered from weather conditions and damage caused by insect pests was at a minimum. The success of the California walnut crop is largely dependent upon the ability of the co-operative-marketing association, which handles the major portion of the crop, to get the nuts in the eastern market in time for the holiday season. The ability of the association to accomplish this is dependent almost entirely upon the crop period, which varies slightly from year to year, but with the 1923 season approximately two weeks ahead of the normal season, no difficulties are being encountered in moving the crop in time for early markets and excellent yields for producers are anticipated.

Sugar Beets

THE sugar-beet industry indicates clearly the present-day trend of the agricultural life of California. The sugar-beet crop has generally been produced on large ranches without intensive cultivation. It has been a crop in which producers have been dependent upon a large production with comparatively small costs for handling. With the growth of more scientific agriculture and with the increase in realty values, together with the instability of the sugar market, it has proved more and more difficult for agriculturists to produce sugar beets at a profit, with the result that in order to insure a sufficiently large crop to keep the larger mills operating, exceptionally attractive contracts have had to be offered producers during 1923. The contracts offered producers by the mills provide for a sliding scale of payments for the beets, based upon the price of sugar at the time of sale. The contracts this year have had to be made upon a basis which would bring the grower approximately $2 a ton more for his crop than that received last year if the price of sugar remained the same.

This year's production of beets was down about one-third, as compared with last year, with the sugar content about the same in the Santa Ana district and slightly over the normal in the Oxnard district. The largest sugar-beet factory in the world is located in Oxnard and normally runs about 100 days out of the year. The 1923 run of this particular mill has been about normal, although several Southern California mills have not operated at all this year.

Beans

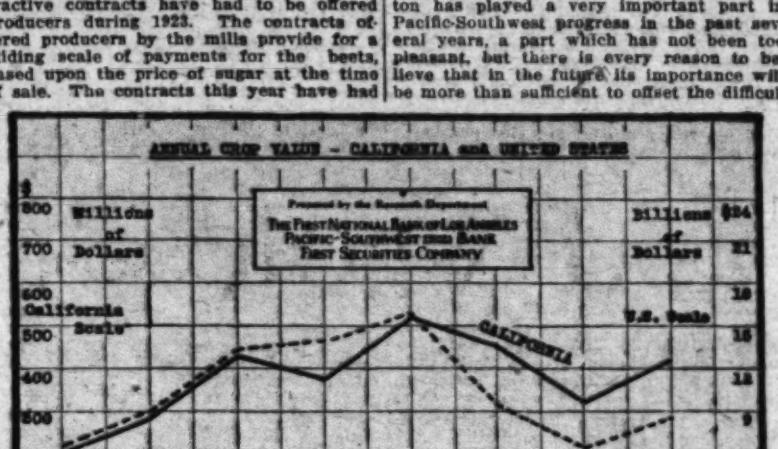
FOLLOWING several years of depression in bean prices, which proved almost disastrous to the bean producers in many portions of the district, the 1922 crop was marketed on a rising market and, with the exception of pink beans, was sold at profitable prices. Part of the 1918 carry-over was not entirely moved until the 1922 season. Prices continued good throughout 1923. Plantings early in the season were expected to be heavy, but early growing conditions were far from satisfactory, with the result that the bean crop in this district was about 75 per cent of last year. Prices have remained strong and growers generally have profited upon this year's production.

There is every evidence that the bean industry is going through a period of transition. A great many of the beans have been raised on large ranches without irrigation, in spite of the fact that in many cases water has been available but a small distance below the surface. Some districts have continued to grow beans in spite of unsatisfactory market conditions, because of apparent inability to produce other crops under existing methods.

Today this situation is gradually changing and study is being given to raising other crops in these bean districts. This, coupled with present prices, is expected to rehabilitate those bean-growing districts which have suffered most. It is not to be expected that Southern California will give up its ascendency as the largest lima-bean district of the United States. In fact, specialization on lima and baby-lima beans continues to provide profits for producers and the lima-bean market appears to be stronger than that for any of the half-dozen other varieties produced in California.

Cotton

THE importance of cotton to the Pacific-Southwest lies more in its potentialities than in the intermediate production of this territory, in spite of the fact that the 1923 crop has totaled in excess of 200,000 bales, as compared with 125,000 bales in 1922. Cotton has played a very important part in Pacific-Southwest progress in the past several years, a part which has not been too pleasant, but there is every reason to believe that in the future its importance will be more than sufficient to offset the difficulties of 1920, the cumulative effects of which have not yet entirely disappeared.



When the depression of 1920 dropped the bottom out of the cotton market, the Imperial Valley of California and Mexico and the Salt River and Yuma valleys of Arizona were just harvesting a cotton crop which had been produced at excessively high cost. Since these districts were comparatively new and much of their capital accumulations had been put into the production of that year's cotton crop, a situation almost comparable to bankruptcy was faced by these valleys and their individual producers. Due to co-operation of Los Angeles financial institutions, it proved possible for them to weather the storm and to eventually market their products in an orderly manner. While little or no profit was received the capital accumulations of several years were restored to these districts. However, as cotton growing was comparatively new, cotton having been produced for three or four years on a commercial scale, the depression of 1920 and its consequent setback reduced interest in cotton within the Pacific-Southwest for several years.

The strength of the market of 1923, together with the obvious advantages of this territory as a cotton producer, has again revived interest, with the result that this year's crop has materially expanded over that of last year, has been the largest crop on record, and has played no small part in bringing those districts which suffered most during the depression back to a normal situation.

Largest Crop on Record

SUBJECT to final correction, the cotton crop of the Imperial Valley for 1923 has been estimated at 110,000 bales produced from 200,000 acres. This is mostly short staple, middling good cotton. The Salt River Valley in Arizona produced about 55,000 bales of long-staple cotton from 95,000 acres. The other districts, including the Yuma Valley of Arizona, the Palo Verde, the San Joaquin Valley, the Coachella and Parker (Arizona) districts, produced approximately 46,000 bales from approximately 90,000 acres.

The Pacific-Southwest lies in a very fortunate position, so far as its potentialities as a cotton-producing section are concerned. There are approximately 5,000,000 acres of California land (including the Imperial Valley in Mexico and Arizona,) which are suitable to the production of cotton on a commercial scale without serious interference with the production of other profitable crops. Today less than 10 per cent of this has ever been cultivated for cotton. Due to the long, dry growing season, and to the fact that cotton is produced under irrigation, the bloom of the product is a dead white, which makes it superior to that produced in other sections of the United States where rain and mud have a tendency to spot the raw material.

No Danger of Boll Weevil

WHILE experts will not go so far as to say that it is impossible for the boll weevil to exist in this district, it has so far not secured any hold and the climatic situation is one under which the boll weevil has not been able to adjust itself so far. In other words, from a practical standpoint, it is safe to assume that it is impossible for the boll weevil to make inroads on the cotton of this territory, although steps are being taken to prevent the possibility of its settling in this district. With the inroads which this pest is making in the old cotton-producing sections of the United States, the Pacific-Southwest appears to have exceptional potentialities from the standpoint of cotton production.

Because of the strong oriental demand, the local demand and the manufacturing situation within the Pacific-Southwest, the potentialities of cotton distribution from this territory are evident.

Other Crops

IT IS impossible in a survey of this character to give a detailed review of the development with regard to each of the principal crops of the Pacific-Southwest. The items which normally attract greatest attention and which make up the major portion of the total agricultural production of this district from the standpoint of value have been given above. However, there are many more important crops worthy of some consideration.

Wheat and barley are both of prime importance within the Pacific-Southwest. Barley production has totaled approximately 28,000,000 bushels this year. The export demand from England has not proved as great as anticipated, and the market has been somewhat quiet. However, the crop has been moving, though meeting a rather weak demand. The wheat crop has produced satisfactory per-acre yields and has been moved at satisfactory prices. Seed oats have been selling at better than $2 per hundredweight. Five cuttings of alfalfa were made during the year and prices have gradually stiffened to $20 and $25 a ton in the Los Angeles market, which marks a material recovery from the low prices of 1922. Early vegetables moved at exceptionally satisfactory prices in large quantities. The melon crop, both cantaloupe and watermelons, brought the producer good profits. Conditions, with regard to specialty crops, have been generally satisfactory.

In other words, the agricultural situation in the Pacific-Southwest during the past year has not been entirely satisfactory, but there have been evidences in almost every line of agricultural activities of satisfactory adjustment to post-war conditions and there are definite indications that the agricultural situation in 1924 will be materially improved. Continued accretion to the total agricultural output of this district may be anticipated during the next several years.

LIVESTOCK

THE live-stock industry in the Pacific-Southwest has made material strides toward adjustment to post-war conditions during 1923. There is probably no individual industry in this territory that was more severely hit by the business depression of 1920 and the outlook at the end of 1922 continued to be far from encouraging. It is not to be assumed that the industry, as a whole, had completed its adjustment by the close of 1923, but the outlook today is much better than at the first of the year.

In many respects, the beef-cattle business has been carried on in almost the same manner as in pioneer days, almost up to the present moment. With the inauguration of new and more scientific business methods and the spread of intensive cultivation of farm lands, together with the slump in market prices for cattle, the industry necessarily met some very severe problems between 1920 and 1922.

In the fall of the latter year, the Los Angeles Union Stockyards, the first union stockyards in the State of California, were opened in the central manufacturing district of this city. This marked an important innovation in the live-stock business. Previous to this time, producers had been able to flout any attempts of the organization of union stockyards. Without going into any details as to the merits or demerits of the controversy, it is pointed out by producers that the stockyard situation is very different in Los Angeles than is the case with such organizations in eastern centers. Because of being located at the extreme western edge of the continent, there is no diversion point to which cattle can be shipped after they have been moved into the Los Angeles yards and, as a consequence, producers claim they are at the mercy of the purchasers if they ship their cattle to the yards. They argue that if not satisfied with prices they are faced with returning their cattle to the ranges or paying expensive feed bills at the yards, while waiting for better prices, neither of which they can afford to do. Those who are interested in the stockyards claim in opposition to this that such marketing methods are more scientific than the old ones, and that the number of cattle which they are handling in these yards prove it is desirable and efficient.

However, the California cattlemen have, to a great degree, almost exclusively refused to permit the handling of their stock through the union stockyards, with the result that a considerable proportion of the cattle moving through the yards comes from outside States.

California is no longer self-sufficient in the production of its meat supply, only about 50 per cent of the beef cattle slaughtered in the Los Angeles market originating in California, the balance coming from such States as Utah, Nevada, Arizona and even

SAN MARINO MANOR
RENOWNED FOR ITS BEAUTY

THE ARCHITECT

A BUILDING is a better investment when economically planned, attractive in appearance and substantially constructed.

UTILITY is a primary consideration; the structure must be economically and effectively adapted to the various uses for which it is intended. The successful development of the Owner's requirements calls for extended experience in solving building problems, combined with ability to express the solution in terms of the *best building practice.*

BEAUTY is the great intangible asset of a building; it is universally desired. For inspiration, a deep appreciation of the best in Art and Architecture is needed. Excellence in mass, form, proportion, ornament and color should be attained without extravagance. This requires imagination coupled with training and knowledge to translate the ideas into *good design.*

STABILITY gives the structure soundness and permanent value. An understanding of engineering principles, skillfully and accurately applied, makes the *construction stable under all conditions.*

PERFORMANCE of the building contract, faithfully and diligently followed, produces the result. To coordinate and guide the efforts of the many trades which are involved, supervision by the Architect is required. Equitable decisions, care in excluding defective materials and workmanship, enforcement of regulations, and compliance with law come under his jurisdiction. Thus the work is directed to a *successful completion.*

THE OWNER safeguards his interests; material, financial and legal, when he employs an Architect who combines planning ability and good taste in design with accurate knowledge of engineering and business experience.

ALLIED ARCHITECTS ASSOCIATION OF LOS ANGELES

ECONOMIC PROGRESS OF THE PACIFIC-SOUTHWEST
(CONTINUED)

the normal season, no difficulties are being encountered in moving the crop in time for early markets and excellent yields for producers are anticipated.

Sugar Beets

The sugar-beet industry indicates decided activity in the production of sugar beets. The present-day trend of the agricultural life of California. The sugar-beet crop has generally been produced on large ranches without intensive cultivation. It is stated under any circumstances. The total canned pack amounted to only about 30 per cent of that of 1922, while the dried crop exceeded that of the previous year by 200 per cent. Prices have only averaged from 25 to 50 per cent of those of a year

Today this situation is gradually changing and steady is being given to raising other crops in these bean districts. This, coupled with present prices, is expected to rehabilitate these bean-growing districts which have suffered most. It is not to be expected that Southern California will give up its ascendency as the largest lima-bean district of the United States. In fact, specializing on lima and baby-lima beans continues to provide profits for producers and the lima-bean market appears to be stable, middling good cotton. The Salt River Valley in Arizona produced about 55,000 bales of long-staple cotton from 85,000 acres. The other district, including the Yuma Valley of Arizona, the Palo Verde, the San Joaquin Valley, the Coachella and Parker (Arizona) districts, produced approximately 46,000 bales from approximately 90,000 acres.

The Pacific-Southwest lies in a very fortunate position, so far as its potentialities as a cotton-producing section are concerned.

ECONOMIC PROGRESS OF THE PACIFIC-SOUTHWEST
(CONTINUED)

New Mexico and Texas. In the case of hogs, a great number of those slaughtered in this market come from points as far east as the Missouri River.

Slaughterings in Los Angeles

THE total slaughterings in Los Angeles under Federal and city inspection for the fiscal year ending June 30, 1922, amounted to 251,441 cattle; 501,272 hogs; 546,272 sheep, and 113,301 calves, as compared with 212,596 cattle; 359,477 hogs; 594,834 sheep and 87,096 calves in the preceding fiscal year. As most of this slaughtering was for consumption within the Pacific-Southwest, the increase in slaughterings is in and of itself an index of the growing population and consumptive demand of the Pacific-Southwest.

In spite of this situation, the difficulties encountered in the live-stock business in the past several years have led to a tendency toward reduction of the number of beef cattle being raised in the State. There is a serious shortage of breeding stock and while prices today are not entirely satisfactory to producers there is reason to believe that the markets will strengthen during the next several years and that the beef-cattle business carried on under scientific methods should prove increasingly attractive in the near future.

The sheep business appears to have about completed its adjustment to the post-war situation. Wool prices during the past year were good, as well as prices for lambs. The market glut of lambs which was feared early in the season did not develop seriously and an added impetus to sheep culture has been given during the year.

Dairy Business

NO SMALL part of the live-stock industry of this territory is concerned with the dairy business. The demand for dairy products has been a major factor in the maintenance of prosperity in communities which might otherwise have suffered difficulties during the adjustment period. Dairy products are moving from the hands of producers every month of the year and there is general prosperity in the dairy districts because there is always money entering the agricultural communities specializing on this business.

The extent of the demand for such products is illustrated by the fact that Los Angeles has been compelled to import raw milk from 250 miles north, merely to meet its current every-day requirements for sweet milk. A strong interest in cow-testing associations and in the improving of dairy herds has developed in almost all dairy districts during the year. The Central San Joaquin Valley and the Imperial Valley are the most distant sources of fresh milk for the Los Angeles market, although butter is being imported from Utah.

With the developments which are taking place in the dairy business, there is a growing tendency for those agriculturists located 100 to 150 miles from the Los Angeles market, who have produced several recent unprofitable crops under dry-farming methods, to turn to the dairy business and assist in supplying this enormous market.

Poultry and Poultry Products

THE poultry business is also assuming important proportions in this territory and is furnishing additional evidence as to the success of the principle of co-operative marketing in California. Until within recent years, producers of poultry and poultry products have experienced more or less difficulty in operating on a profitable basis. Through the organization of a co-operative-marketing association, this situation has been materially changed and the Southern California territory, instead of importing eggs for domestic consumption, has recently been shipping as much as a carload of eggs per day to eastern markets.

It is not to be assumed from this that the poultry business can be made profitable on a small one-acre ranch purchased at exorbitant prices from those who are more interested in real estate subdivision than in profitable production. A tendency to develop this sort of thing may be more or less detrimental to the poultry business in the near future, but at present, under proper management and with a proper location, the business is proving increasingly important and production is increasing rapidly with prices generally satisfactory to producers.

It cannot be anticipated that the live-stock industry, as a whole, will be in an easy financial position for some time to come, but the present year had tended to improve the situation materially and continued changes for the better are anticipated during the next several years.

Retail and Wholesale Trade

THERE is probably no line of business in the Pacific-Southwest in which it is harder to secure accurate and reliable statistics with regard to the actual trend than in retail and wholesale trade. However, reference to a few of the indices of business show clearly that the commercial growth of this territory has kept pace with the other developments of the Pacific-Southwest.

The same situation which is reflected in the following figures with regard to Los Angeles would be found in the statistics of almost any city of importance in the Pacific-Southwest. Rather than run the risk of needless repetition, the data with regard to Los Angeles alone are given:

Bank clearings, always a good indication of business activity, and which amounted to $800,000,000 in 1910, totaled over $5,100,000,000 in 1922 and will exceed $7,000,000,000 in 1923. Building permits during 1922 were in excess of $121,000,000, as compared with $21,000,000 in 1910. In 1923 they will probably exceed $175,000,000. This tremendous increase in the value of new building helps explain the fact that Los Angeles is the greatest lumber-importing port in the world. The population of the city has grown from 1500 in 1847 to 102,479 in 1900, to 576,673 in 1920, and is now estimated at around 850,000. Postal receipts have increased from $1,900,000 in 1912 to $5,800,000 in 1922. The capital invested in manufacturing totaled $10,000,000 in 1899 and $160,000,000 in 1919. The salaries and wages paid in industrial plants increased from $3,000,000 to $72,000,000 in the same period, and the value of manufacturing products expanded from $15,000,000 to $278,000,000 in 1919, and has been estimated at $800,000,000 in 1921. This is why Los Angeles has moved in five years from twenty-sixth place to tenth place as an industrial city.

A Year-Round Market

A PARTICULARLY interesting and unusual phase of business is found in the small fluctuation of retail business in this community between the various seasons.

Statistics prove that beyond a doubt business in this territory is less subject to seasonal fluctuations than in other portions of the United States.

While there must, of course, be some variation in business as between seasons, only once since 1910 has the quarterly business, as reflected by the bank clearings of Los Angeles, been more than 9 per cent under the average quarter of the year for any particular quarter within that year, and only once has it been more than 12 per cent over the annual average in any single quarter. This is because of the fact that business moves on an even keel throughout the year.

As is normal and natural the heaviest business as reflected in clearings takes place during the last quarter of the year, the lightest business generally, but not always, during the first quarter, with the second and third quarters about on a parity. For example, in 1922, the average quarterly clearings in Los Angeles totalled $1,288,077,000. The clearings during the first quarter of the year represented 91 per cent of this average; during the second quarter 99 per cent; during the third quarter 98 per cent; and during the fourth quarter 112 per cent. The fluctuation in this year was even greater than is to be normally expected, as evidenced by the fact that in 1920, the last year of normal business for the average community in the United States, when the average quarterly clearings were $998,570,000, clearings during the first quarter were 93 per cent; during the second quarter 99 per cent; during the third quarter 100 per cent and during the fourth quarter 109 per cent of the average, so that the maximum fluctuation from the average quarter was only 9 per cent and the minimum fluctuation but a few thousand dollars.

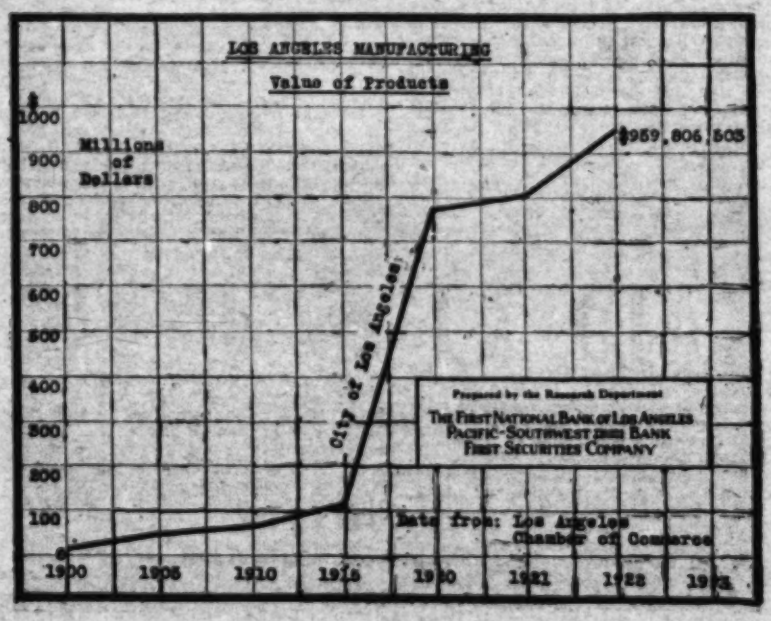
A comparison upon the basis of actual figures during the first seven months of 1923 show monthly clearings of between $500,000,000 and $600,000,000 during five months, dropping to $475,000,000 in the short month of February and totalling $604,000,000 during July. The maximum monthly variation after excluding February during this period was $59,000,000 or above 10 per cent of the average. In 1922 during the same period, after excluding February due to the abnormal shortness of the month, the maximum variation was $26,000,000 or about 6 per cent of the average, monthly clearings varying between $410,000,000 and $436,000,000 during this period. That this situation is regular is evidenced by an analysis of the monthly clearings of Los Angeles banks back to 1837, the year in which the Los Angeles Clearinghouse was established.

For example, in 1910 the monthly clearings were in the $60,000,000 class during each of seven months of the year, totalling $59,000,000 during February and between $70,000,000 and $75,000,000 during four months. The summer clearings of that year were only $11,000,000 less than the winter clearings, a difference of only 5 per cent.

Steady Building Program

RECORDS of building permits show much the same story, with a tendency for the heaviest building to take place in the late summer and early winter. For example, in 1922, the monthly building permits in this city exceeded $10,000,000; in March, in June and in September exceeded $11,000,000; August, October and November $12,000,000; May with permits of $9,000,000, being sandwiched between April with almost $13,000,000 and June with permits of $10,000,000; July with $8,000,000 between June with permits exceeding $10,000,000 and August with permits exceeding $12,000,000; December with just short of $9,000,000, being between November of 1922 and January, 1923, permits in each of the latter months slightly exceeding $11,000,000. A similar situation is revealed by an analysis of monthly building permits since 1915.

Bank deposits cannot be accepted entirely as an evidence of the maintenance of year-round business in this community because of the steady expansion which has taken place over the past several years. However, the records of bank deposits in this territory show that on each July first in the past half dozen years total deposits have exceeded the preceding December thirty-first, which always exceeded those of the preceding July first. For example, total bank deposits in Los Angeles on July 1, 1919, were $310,000,000; on December 31, 1919, $383,000,000; on July 1, 1920, $409,000,000; on December 31, 1920, $443,000,000; on July 1, 1921, $447,000,000; on December 31, 1921, $501,000,000; on July 1, 1922, $539,000,000; on December 31, 1922, $661,000,000; and on July 1, 1923, $764,000,000. This steady expansion has taken place in both savings and commercial deposits.



Upward Retail Trend

THAT retail business furnishes a similar trend is evidenced by the sales of leading department stores in Los Angeles. There is a steady year-to-year increase in these sales, due to increasing population, but the evenness of this growth and the apparent lack of seasonal fluctuation are found in the fact that sales during August of 1923 totalled 117 per cent of those of June; those during November 119 per cent; those of March 1923, 125 per cent; those of May 127 per cent; and those of June 123 per cent. In other words, while there is necessarily some fluctuation in retail sales in department stores, due to seasonal changes, nevertheless retail business in this line is kept on a more or less even keel. When it is remembered that such stores deal in commodities which are most subject to seasonal fluctuations evidence of the evenness of the retail business of Los Angeles throughout the year can be secured.

Postal receipts show a somewhat similar situation. December is of course the heavy month of the year but during 1921 the January receipts totalled $382,000 and April receipts, $390,000; June receipts, $379,000; August receipts, $393,000; November receipts, $413,000. Similarly in 1922, January receipts totalled $440,000; June receipts, $451,000; August receipts, $480,000; November receipts, $498,500. During 1923 the January receipts were $550,000; April receipts, $555,000; June receipts, $538,000.

The only statistical data with regard to business of the community which show any material slackening during the summer months is the record of fire loss, there being a tendency for losses between May and September inclusive to run materially under those of the other months of the year.

In other words, the statistics of the Pacific-Southwest show that this territory is comparatively free from seasonal fluctuation in the business cycle within any given year, and that the usual summer slowing down in business which is anticipated in most communities is practically non-existent in this territory.

Climate the Cause

THIS naturally raises a question as to the reason for this phenomenon and brings us back to the most overworked word in the vocabulary of the Pacific-Southwest—climate. The climatic situation of this territory is in no small degree responsible for the maintenance of business on an even keel throughout the year.

Due to the climatic situation there are agricultural products which are entering the markets of this district during every month of the year. Oranges mature in December as well as in July. Early fruits and vegetables leave the Imperial Valley for eastern markets in the spring. Deciduous fruit crops are canned in the early summer. Grain is harvested in the latter summer. Sugar beets and beans come on the market in the fall. It would be possible to go on in this manner indefinitely naming various single crops among the 150 staple agricultural crops produced on a commercial scale in this territory.

The receipts for these agricultural products are spread throughout the year; consequently they tend to create a stability in demand from agricultural communities for the entire twelve-months period and a comparative steadiness in agricultural demand for the Pacific-Southwest as a whole, one community being in the middle of its production season when some other community has completed the marketing of its crop. This necessarily furnishes a stimulus to industrial production and business activities throughout the year.

Another factor favorable to such conditions is found in the fact that the business community does not slow up its activities in the summer months because of excessive heat, a situation which is more or less prevalent in the average business community in the United States. It is true that the summer is the vacation period here as elsewhere, but there is no material lessening in commercial or industrial activities due to uncertainty of business or inability to work because of excessively warm weather. New projects are entered into as readily in the summer as the winter. In fact, some enterprises find it actually easier to float securi-

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San Marino Manor lies in a section, the development of which dates back to the early days of the old Spanish Missions and is rich in beauty and tradition. Flowing wells from these lands supplied the Padres of Old San Gabriel Mission with their water.

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Producers of Crude Petroleum

Operating in the Following Fields

COALINGA — MIDWAY-SUNSET — RICHFIELD-YORBA LINDA
HUNTINGTON BEACH — SIGNAL HILL — SANTA FE SPRINGS
MONTEBELLO — TORRANCE — REDONDO AND SALT LAKE

ties during the summer months than they do during the winter months.

Again, while the tourist traffic is becoming relatively less important in the economic activities of this territory as industrial and commercial activities expand, nevertheless the tourist is a factor in the maintaining of business turn-over. There are two definite tourist seasons in this district, the winter season in which the eastern visitors come to Southern California, and the summer season in which people from interior valleys of California and from contiguous States come to the seaboard to escape the heat.

This summer tourist traffic creates a business stimulus at a time when there might otherwise be a tendency for trade to quiet down because of the vacation activities of those resident in and around Los Angeles.

Workers Employed the Year Round

SIMILARLY, working conditions in industrial plants vary only in a minor degree as between seasons. In the winter skilled workmen do not find it necessary to thaw out their fingers before they can commence delicate industrial operations. In the summer the lack of individual output is not hampered because of the excessive heat. Industrial work which must be done under cover in industrial centers in the east can be done in the open in this territory, without interference by weather conditions, for three hundred days during the year. As local industrial activities are somewhat coordinated with construction and oil operations, neither of which show much fluctuation as between seasons in a particular year, demand and production keep on a rather even keel from month to month.

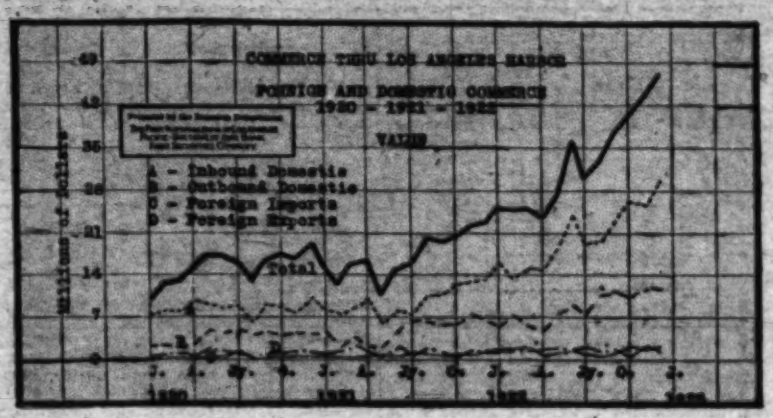
It is true, of course, that the retail buyer purchases somewhat in accordance with seasonal movement, particularly such items as clothing and furniture, but that the preparation of the retailer for the handling of such a situation through off-season sales maintains a comparative level of purchases even in the retail trade.

It would be possible to continue an analysis indefinitely but the above data are probably sufficient to furnish evidence of the fact that the economic activities of the Pacific-Southwest are so diversified that business in this community takes but comparatively slight consideration of the season and that the average business man, dealing in staple commodities, can depend upon a comparatively steady demand with very small variation as between periods of the year. As a consequence his major problem consists of following the long-time trend of business and laying his plans in accordance therewith, without facing the trouble of meeting serious fluctuations from short time seasonal movements. Such a situation necessarily increases the efficiency of business organizations; tends to reduce the cost of operation through minimizing the overhead charges of off-seasons; and fosters a psychology inductive to the stable maintenance of business equilibrium throughout the Pacific-Southwest.

The Retail Trend

GENERAL business for the Pacific-Southwest as a whole has continued to expand throughout the year. During almost every month of the year retail concerns in most of the communities of this territory have reported business as from 20 to 25 per cent in excess of a year ago. This increase has been made in spite of the fact that in almost all the retail lines there has been a steady accretion to the number of concerns operating in this territory, so that 1923 retail turnover has probably exceeded that of 1922 by one-third for the entire territory.

This increase is probably due to the combination of two factors, the first and most important being the steady accretions to population and the second the increasing purchasing power of individuals within this territory, both items which reflect the prosperity of the Pacific-Southwest.



In spite of this general increase in business there have been several fairly important communities in which there has been comparatively little change in the retail situation during the year. Those agricultural communities which have been suffering from severe problems of adjustment have not materially expanded their purchases. Also, some of the older petroleum districts in which production has been shut down because of the excessive activities in the newer fields in the Los Angeles Basin have suffered some lessening of retail turnover. However, the expansion in other communities has much more than offset the comparative stagnation in those cities. Even in those agricultural districts which have had the severest problems, towards the close of the year there has been evidence of better collection conditions. In the Imperial Valley, for example, it is reported that many accounts which have been held over from the depression of 1920 are now being gradually paid off.

One particularly interesting phenomenon with regard to retail trade in Los Angeles city is being created by the traffic congestion in the downtown business districts. Throughout the city groups of small retail districts are gradually springing up and an increasing proportion of business, which might have gone to the downtown business district had it not been for this congestion, is being handled in these small residential business areas.

In spite of this, the turnover of the downtown business stores continues to increase. Many of these smaller business districts are excellently placed and are developing good business and rentals which, in view of the present economic situation, are not excessive. Others, however, are poorly placed, or are being maintained on rentals out of line with the purchasing power of the communities which they serve and it is probable that the next several years will see some important changes in some of these business districts.

A particularly interesting phase of this has been the expansion of branch banking in various parts of the city of Los Angeles, the large banking organizations finding it necessary to put in groups of branch banks for the protection of business formerly held in downtown offices as people tend to concentrate their purchases and their business more and more in the various residential business districts. Due to the efficacy of the California banking law which permits such branch banks, these small districts are served by efficient branches of the large banks which have behind them all the reserve, strength and scope of the large organization, as well as by a few small independent outlying banks.

Wholesale Trade

AS MIGHT naturally be expected the expansion in retail turnover has increased the wholesale turnover very materially. Los Angeles is, of course, the primary wholesaling center of the Pacific-Southwest. Expansion in wholesale business during the past year has followed two lines—first, expansion in sales to local retailers and, second, expansion in trade territory served by Los Angeles wholesaling concerns. This latter development has been the result of a tendency toward co-ordination and unification of the economic activities of the Pacific-Southwest.

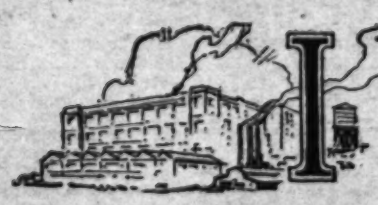
In most lines wholesalers have reported an increased turnover of from one-fourth to one-third. However, this situation has not been universal. For example, the expansion in chain grocery stores has materially reduced the increase in turnover on the part of existing wholesale grocery houses. These large chain store organizations have sufficient buying power to justify their making purchases direct from producers rather than through wholesalers and jobbers. These stores have expanded enormously during the past several years and the fact that the wholesale grocers have been able to maintain sales in the face of this expansion is evidence of the expansion in buying power of this community. It is particularly interesting to note that the chain store, while it has had a tendency to replace the weaker retail grocery organization, has not interfered materially with the strong retail grocery stores who have maintained business upon their reputation for service.

Intercommunity Co-operation

WHILE not subject to statistical figures the expansion of the idea of co-operation in the business field has been particularly noticeable during the past year. Various trips undertaken by the members of the Los Angeles Chamber of Commerce throughout contiguous districts have tended to cement friendly business relations between contiguous purchasing and selling territories and business houses in the Los Angeles district. Intercommunity banking has played no small part in this development.

A tendency for closer co-operation between business houses engaged in the same line of business for the general development of the trade has also been evident. Also, strong associations of individuals engaged in the same type of work for various institutions are springing up in the community. As examples of these two tendencies may be mentioned the strong organization of the Retail Dry Goods Merchants; the Retail and Wholesale Credit Men's Association; the Purchasing Agents' Association; the Western Statistical Association; the Realty Board; the World Traders, an organization of those interested in foreign trade, and a large number of similar organizations. Most of these are maintained for the purpose of disseminating information between the members for their mutual advantage; for maintaining high standards of business; and for the general expansion of business.

This tendency is deserving of special comment because it illustrates so clearly the manner in which the business interests of the Pacific-Southwest co-operate to take fullest advantage of the potentialities of this territory. It illustrates further the fact that the enormous strides which the Pacific-Southwest is taking are due in large measure to the practical vision of business leaders who are daily changing natural resources from potentialities into the realities of progress.



INDUSTRY

THE expansion in industrial production within the Pacific-Southwest has probably been one of the most outstanding features of the economic developments of 1923. The industrial output of the city of Los Angeles alone is now valued in excess of $1,000,000,000 a year and is steadily expanding.

Leading Industries

WITH the steady accretion to industrial output and the large number of new industrial concerns which are starting operations it is somewhat difficult to attempt to state which is the largest industry of the territory without fear that the situation will be changed almost before the words can get into print.

However, it is probable that the motion picture industry is and will continue to be the most important for some time to come, its products having an annual value at the point of production of in excess of $150,000,000. If oil drilling operations are to be included in the industrial phase of the oil industry it is probable that the oil business for the time being has exceeded the motion picture industry in its activities, but the present oil situation cannot be accepted as a permanent proposition while the motion picture industry has every evidence of permanency. This thoroughly maligned business has practically completed its adjustment to post-war conditions. The excessive salaries, the waste in production costs and methods have been largely eliminated during the past several years and the motion picture industry enters 1924 on a business basis with every evidence of continuation as a sound, conservative industry, supplying employment to fully 15,000 people in Los Angeles.

The interrelation between various lines of industry is so great as to make it difficult to attempt to analyze them separately. The iron and steel industry, for example, is closely correlated with construction work and with the oil industry. In fact, no small part of the general expansion in industrial activities has been due to the construction program and to the petroleum situation. With the inevitable slowing down which must come in the oil fields, it is probable that there will be a temporary slackening in many lines of industrial activity and should the construction program lessen it must reduce industrial output somewhat.

However, in spite of these items of future concern the year of 1923 has definitely proven that the future of the metropolitan area of Los Angeles is industrial and that the long time trend for this territory must be and will be in the form of industrial expansion. Heretofore there has been one prime element in the industrial fabrication of this territory which has provided sufficient evidence of weakness to justify the claim sometimes made that the fabric would not withstand real wear, but steps have now been taken to eliminate this one element.

New Iron and Steel Mills

REFERENCE is made to the lack of an iron and steel industry within the Pacific-Southwest. It is true that there have been mills operated in this territory but their activities have been limited almost exclusively to refining of scrap and they have made no attempts to refine iron ore. The major portion of the iron and steel used in this territory has been imported from the eastern portion of the United States. However, in 1923, the Pacific Steel Company, a new organization and yet a consolidation of existing companies, laid plans for the purchase of the property of the Los Angeles Dock and Terminal Company in the Long Beach end of the Los Angeles-Long Beach Harbor and is now handling the preliminary work necessary to the erection of blast furnaces on deep water. It is the plan of this company to use the iron ore deposits in San Bernardino county which are generally conceded by geologists to be the largest deposits in the United States with the possible single exception of those of the Lake Superior region.

Coal will come from more distant portions of the Pacific-Southwest and possibly even from Alaska. The main difficulty in the past has been the lack of coal in this territory, and that difficulty is today being eliminated. It is difficult and dangerous to predict the future but scientists have been predicting for twenty years that the time was not far distant when iron ore would be reduced and steel manufactured through the use of electricity or petroleum. Should that day come the Pacific-Southwest will be one of the most important territories of the United States so far as the production of iron and steel products are concerned.

But without entering into prognostication the attractive feature of the Pacific Steel Company is that it has eliminated the one industrial handicap of the Pacific-Southwest so that 1923 has definitely assured the industrial future of this district.

Not only will this development materially strengthen the industrial situation in the Pacific-Southwest, but it will also probably open the great San Juan Basin which lies at the corners of the four States of Arizona, New Mexico, Utah and Colorado by a branch line of the Santa Fe Railroad and lead to much development in San Bernardino county through the mining of the ore.

Present Industrial Products

WHILE the discussion of this iron and steel industry, which is so highly important to the future of the Pacific-Southwest, is a discussion of potentialities it must not be thought that the industrial structure of this territory is not already highly important. In order to furnish a slight conception of the variety of products manufactured in this territory it is interesting to note that already the metropolitan area of Los Angeles is manufacturing in commercial quantities such products as motion picture films, canned fruits and vegetables, canned fish, automobile tires, men and women's wearing apparel, petroleum products, cement, bricks, finished lumber, furniture and refrigerators, carburetors, springs, auto bodies, small tools, valves, pistons, plumbing fixtures, ships, cotton seed oil, olive oil, cocoanut, peanut and soya bean oils, paper cartons, beet sugar, flour, reed and rattan furniture, phonographs, cabinets, roofing and building paper, all forms of construction materials made of wood, toys, pottery, chemical stoneware, terra cotta, sewer pipe, hollow tile, chinaware, glass products, men's and women's shirts, overalls, woolens, dresses, cloaks, neckties, collars, children's togs, etc.

The manufacture of oil well machinery has been highly important during the past several years because of the great activity in the sinking of new oil wells in the Long Beach, Santa Fe Springs and Huntington

McKEON DRILLING COMPANY

John McKeon

At a time when California was producing one-third of all the oil in the United States, the W. D. Head Drilling Company, with Mr. John McKeon as president and general manager, was one of the big factors in bringing in drilling in some of the very best producing wells in the Golden State. The W. D. Head Drilling company continued operations entirely in the California fields until 1918, when it was absorbed by the Union Oil Company of Delaware. Confident in his own mind that petroleum was the industrial hope of not alone the entire Pacific Coast territory, but other sections of the West as well, Mr. McKeon began operations by creating the McKeon Drilling Company, which is recognized today as one of the largest and best equipped of its character in the oil industry anywhere in the United States.

The McKeon Drilling Company started operations in California by placing three rigs in the field. At the present time, better than twenty-five rigs are constantly employed in this State's producing areas and additional equipment is maintained for the Intermountain oil fields. At the present time, the company is very actively engaged in developing the new Utah Coalville Field, which promises to be one of the big producers of the Intermountain States.

Until last year the McKeon Drilling Company confined its operations entirely to California oil fields. Importuned by leading oil interests outside of California, Mr. McKeon finally completed plans for much greater extensions in the business of the company and added sufficient rig equipment and additional men so as to be able to take care of all business not alone in California, but the Intermountain country as well.

The McKeon Drilling Company, at the present time employs in excess of half a thousand men, including rig crews, truck drivers and superintendents. General offices are maintained in the Lane Mortgage Building, Eighth and Spring streets, this city.

With Mr. McKeon as the guiding spirit, the Head Drilling Company and the McKeon Drilling Company have drilled in an excess of 400 wells and clients include the Associated and subsidiary companies, the Shell Oil Company, the Santa Fe Oil Company and, practically speaking, all of the larger operators engaged in petroleum production in California and the newly developed Utah field.

Mr. McKeon contends that the demand for California and adjacent territory oil is such that there need be no fear felt over invasions of any character by any Mexican oil interests of the Southern fuel markets. The California and Utah products Mr. McKeon holds will be demanded in every world market.

"It seems difficult for the average citizen to realize that less than a quarter of a century ago California was importing coal for fuel," says Mr. McKeon. "At the present time, California supplies all the fuel necessary for its wonderful industrial expansion. Besides, this State is supplying fuel oil for many Western States and ships to the Orient, Australia and New Zealand. Utah is close and its oil will find equally easy markets.

"The fuel market holds the key to California's oil future. Not perhaps as extensively as in the past, but the future of the industry is in the manufacturing branches, in the refineries. The refineries will ultimately produce the fuel oil of the future."

Mr. McKeon believes most religiously that California's oil industry will eventually become the State's most solid foundation, industrially. He also believes certain sections of the Intermountain country will become very highly developed. Thus, aside from his extensive drilling operations, he is very heavily interested in oil acreage in the Taft and Coalinga districts, California, to say nothing of his Utah holdings. Last year, together with Mr. Ralph Arnold, one of America's foremost geologists, and several other oil experts, Mr. McKeon acquired the interests of the California Central Oil Company and the well-known Hamilton properties, including some 2000 acres, which have been reorganized under the name of Snowolene Oil Company. Mr. McKeon is president and Mr. Arnold is vice-president of this enterprise. Mr. McKeon contends this company will be among the larger California producing institutions.

ECONOMIC PROGRESS OF THE PACIFIC-SOUTHWEST
(CONTINUED)

Beach fields. This industry is now showing some slackening and it is probable that its output will gradually decrease as the limits of these fields are tested, although the discovery of additional new fields may seriously upset this prediction. An interesting feature of the oil business lies in the fact that, while the uninitiated appear to have very little concern about investing their funds in speculative oil units, most of the concerns who have been manufacturing drilling machinery refuse to sell this machinery except for cash, except in the case of the strongest producing concerns.

With the constant accretions to industrial plants it is fair to assume that the expansion of the industrial output in other lines will probably act as an offset to the decline in the output of industrial products connected with the oil industry, in spite of the millions upon millions of capital which are now being put into the erection of storage tanks, refineries, etc.

Public Utilities

IT IS somewhat difficult to place the activities of many of the public utility corporations but their work probably more nearly parallels the industrial concern than any other class of business. Due to the enormous expansion in population of this territory various utility companies have been extremely hard pressed to expand facilities as rapidly as requirements demand. Thousands of skilled workers have been engaged in the erection of new facilities to take care of the new population. The Southern California Telephone Company in Los Angeles has entered new offices in 1923 and put in millions of dollars worth of new equipment, but the shortage of telephones continues in spite of the most strenuous efforts which they make to keep up with demands. Miles of additional gas mains have been laid as rapidly as economic conditions permit. A somewhat similar situation has existed with regard to electricity. The street car companies have undertaken extension of their lines during the past year and have inaugurated automobile busses where it has been impossible for them to put in additional street car facilities.

Yet, in spite of these almost superhuman efforts, the utility companies have been the subject of fairly severe criticism because in some cases it has proved practically a physical impossibility to maintain expansion sufficiently rapidly to take care of the increasing demand. Of course, this situation has been most noticeable in Los Angeles as the largest city of the Pacific-Southwest, but has existed in varying degrees in other communities, particularly such cities as Long Beach, which are undergoing enormous expansion. Gradually the utility companies are catching up with demand.

The extent to which the industrial activities in general have expanded during the year is evidenced by the fact that in one of the industrial subdivisions with trackage facilities, sales were made to over 100 industrial concerns in a period of three months.

Industries Stand on Own Feet

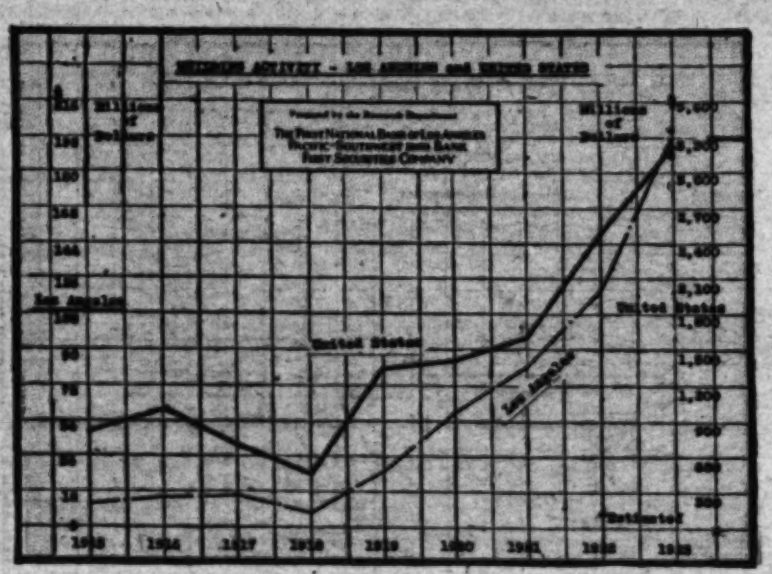
THE above is probably sufficient to give an indication of the industrial trend within the Pacific-Southwest. It is only fair to state that there is some disappointment often felt by those who have the erection of new industrial plants in contemplation and that some industries have not come to the Pacific-Southwest because of this situation.

The demand for industrial space is so great that the party contemplating the erection of a new industrial plant has found that in the favored industrial locations high prices must be paid for acreage. This is due in no small measure to the fact that industries are coming to this territory so rapidly that it is unnecessary to give inducements to such concerns that are not in a position to finance themselves completely, even to the purchases of sites.

This does not mean that capital is not available for the legitimately conceived concern, but it does mean that only those industries in which the promoters themselves are in a position to furnish an important proportion of the capital required are looked upon with favor. The Pacific-Southwest has now reached a point where it can choose its industries, accepting only those which are best suited to the industrial structure of this territory.

Basis of Growth

IT IS probably essential to furnish a picture of the underlying conditions which are causing this industrial expansion and which lead to the statement that the logical future of the metropolitan area of Los Angeles is industrial. From the standpoint of cold business and hard economic facts, this territory is probably the most favored potential industrial district of the entire United States.



These advantages fall into two classifications—the first being the advantages from the standpoint of manufacturing, and the second, those from the standpoint of distribution. There are six prime considerations which make this a favored spot for manufacturing. In the first place the metropolitan area of Los Angeles is the normal concentration point for the products of the Pacific-Southwest. The logical trade advantages of this entire territory lead to and concentrate within the Los Angeles Basin.

In addition, these natural routes of travel have been strengthened by important systems of highways and railroads. Three transcontinental railroad systems — the Union Pacific, serving Southern Idaho, Utah and Nevada; the Santa Fe, serving the San Joaquin Valley, Arizona, New Mexico and Northern Texas; the Southern Pacific, serving the San Joaquin Valley in California, the coast district in California, Southern Arizona, Southern New Mexico and Southwestern Texas—all meet at Los Angeles and all have, or will shortly have, railroad connections with the harbor area.

If permitted to flow in its natural course, the commerce of this western territory will naturally flow through this crossroads and the metropolitan area of Los Angeles will be the logical point for the distribution and manufacturing of the goods produced and consumed in the Pacific-Southwest.

Diversified Raw Materials

THIS situation is closely correlated with the second advantage to the industrial producer which arises out of the great diversity of raw materials produced within the Pacific-Southwest.

The average industrial center of the United States is normally a primary distributing center for not more than ten or fifteen raw materials. On the other hand, Los Angeles county alone produces in excess of 100 staple agricultural products of varying importance, but all sufficiently important to be described as a staple item of commerce.

Agriculturally, there is no territory in the world that produces as many or as varied agricultural products as the Pacific-Southwest. Minnesota and the Dakotas produce wheat; Texas and the Carolinas, cotton; the central Atlantic Coast States, vegetables; Florida, citrus fruits; Michigan and Colorado, sugar beets, etc., but in the Pacific-Southwest these and many others are produced within a comparatively few miles of each other. In fact, it is not uncommon to see wheat, walnuts, oranges, cotton, apples, figs, peaches, barley and a dozen other agricultural crops produced commercially within a radius of twenty-five miles.

Minerals are not lacking, for this territory produces everything from silver and gold to petroleum and has very important supplies of iron ore which will probably be worked in the future.

In other words, practically every conceivable raw material required by the manufacturer is produced in the Pacific-Southwest and Los Angeles and Los Angeles Harbor furnish a natural marketing point for these products, which means a natural point for their manufacture.

That the manufacturer located in the metropolitan area of Los Angeles has still other advantages is found in the cost of plant construction and maintenance, which is less than in other portions of the United States, due to the equable climate and the amount of work which can be done in the open air in this territory. It is unnecessary to provide expensive heating plants, etc., so that the cost of plant construction is normally materially less than elsewhere.

Efficiency of Labor

ANOTHER important factor is the supply and efficiency of labor. Irrespective of money wages, the per unit labor cost of manufactured articles produced in an efficiently organized and operated plant is less here than elsewhere, due to the greater efficiency of labor. Because of the equable climate and the large supplies of fresh fruits and vegetables, housing conditions, etc., there is a smaller turnover of workers, due to ill health, etc., and, while living costs are not materially less than elsewhere, the standard of living on the part of the workers is higher, which means higher efficiency. There is always a plentiful supply of workers available because of the attractiveness of this territory from a living standpoint, which draws a steady supply of workers when employment is available.

Power

ANOTHER important advantage enjoyed by the average industrial concern in this territory arises from the power situation. For the producer using fuel oil, there is no better supply of power to be found any place in the country because of the very heavy production of petroleum in the oil fields of this territory. California is known as the home of hydroelectric power and plentiful supplies of this type of power are available at comparatively low rates. For the producer using either petroleum or electric power, the heavy investments normally required for the storing and handling of coal are eliminated.

At present, the industrial producer who must depend upon coal for his motive power, is admittedly at a disadvantage in this district. However, there is every reason to believe that in time the coal of Utah and Colorado will enter the Los Angeles market in sufficient quantities to supply coal-burning vessels and industries necessarily dependent upon coal.

In addition, there are important supplies of natural gas available for concerns which require this type of power.

Supplies of Capital

A STILL further point favoring industrial production in this territory is the fact that the Pacific-Southwest, particularly that portion located in California, is conceded to be the best investment-security market in the United States, in proportion to population. There are plentiful supplies of investment capital available for the properly conceived, properly organized and properly managed industrial plant and also sufficient supplies of bank credit.

Marketing Advantages

BUT the advantages are not alone on the manufacturing side. Obviously, the manufacturer in this territory has first call on the markets of the Pacific-Southwest. But even these markets do not exhaust the potentialities.

Startling as it may seem, it is now a proven fact that through the use of merchant vessels plying between Los Angeles Harbor and the Atlantic seaboard, via the Panama Canal, the manufacturer in the metropolitan area of Los Angeles can lay down his goods in Atlantic-seaboard cities at a cost not more than, and sometimes less than, the cost to the producer located at any point 200 miles inland from the Atlantic seaboard.

The importance of this single fact may be better visualized when it is understood that the manufacturer in Los Angeles can compete in New York City upon an equal basis with the manufacturer located in Buffalo, New York, and that Los Angeles manufactured goods can compete in Philadelphia on a parity with those fabricated in Pittsburg.

When it is remembered that it is generally conceded that these Atlantic seaboard cities of the United States are the greatest consuming markets of the world, and that Los Angeles Harbor, the intercoastal merchant marine and the Panama Canal open them to the industrial producers of the Pacific-Southwest, the industrial potentialities of this district become apparent.

Obviously, if the producer in this district can compete on the Atlantic Coast of the United States with the producer located within the Atlantic Coast territory, he can compete in European markets on an equal basis with the producer in any other section of the United States.

This, in brief, is the story of the industrial potentialities of the Pacific-Southwest, a story of possibilities which, throughout the year of 1923, has been steadily and surely converted into realities in the form of bricks and mortar, and operating industrial plants with thousands of skilled workers added to the pay roll of the Los Angeles Basin.

Construction Activities

CLOSELY correlated with the industrial activities of the Pacific-Southwest is its construction program. No small part of the new capital which has gone into industry in this territory during the past year has been for the erection of industrial plants serving the building trades.

At the time this is written, it is impossible to ascertain the exact total of building construction in the Pacific-Southwest for the year 1923. However, indications are that the total permits for the year will exceed $175,000,000 in Los Angeles alone and $300,000,000 for that portion of the Pacific-Southwest located in California. Building figures will probably show that there has been sufficient housing erected in this territory during the year to accommodate from 75,000 to 80,000 families, or approximately 300,000 people. Such indices as are available, none of which can be relied upon as statistically accurate, but which are sufficiently comprehensive for ordinary use, indicate that there have been on an average between 10,000 and 15,000 new residents who have entered Los Angeles every month during 1923. Some of these have, of course, naturally gravitated to contiguous communities. There have been probably an additional 5000 to 7500 people a month who have taken up residence in the other communities of this territory, so that the total population of the southern half of California has probably increased by from 200,000 to 250,000, or by from 50,000 to 65,000 families during the year. This probably indicates that the erection of new housing accommodations has more than kept pace with the increase in population of this territory.

Keeping Pace With Requirements

HOWEVER, when the normal increase in requirements for housing, due to abandonments, the normal increase in housing demands of old residents, etc., are also taken into consideration, the housing requirements of this district have barely been met, without the accumulation of any surplus.

There have been approximately 60,000 building permits issued in Los Angeles during the year, with an additional 30,000 to 40,000 issued in contiguous communities. In other words, there have been approximately 100,000 new buildings erected in this territory during the year, with an average value of about $3000 per permit, as compared with approximately 70,000 permits with an average value of $2500 in 1922. The large number of permits for additions and alterations is, of course, a factor in cutting down the average valuation per permit.

Outside of the city of Los Angeles, it is exceptionally difficult to secure figures by classes of structures, but such data as are available indicate that for the territory, as a whole, from 50 to 60 per cent of the build-

ECONOMIC PROGRESS PACIFIC-SOUTHWEST (CONTINUED)

psychology inductive to the stable maintenance of business equilibrium throughout the Pacific-Southwest.

The Retail Trend

GENERAL business for the Pacific-Southwest as a whole has continued to expand throughout the year. During almost

ties during the summer months than they do during the winter months.

Again, while the tourist traffic is becoming relatively less important in the economic concerns. This latter development has been the result of a tendency toward co-ordination and unification of the economic activities of the Pacific-Southwest.

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retail districts are gradually springing up and an increasing proportion of business, which might have gone to the downtown congestion, is being handled in these small residential business areas.

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In addition, these natural routes of travel have been strengthened by important systems of highways and railroads. Three transcontinental railroad systems — the Union Pacific, serving Southern Idaho, Utah and Nevada; the Santa Fe, serving the San Joaquin Valley, Arizona, New Mexico and Northern Texas; the Southern Pacific, serving the San Joaquin Valley in California, the coast district in California, Southern Arizona, Southern New Mexico and Southwestern Texas—all meet at Los Angeles and all have, or will shortly have, railroad connections with the harbor area.

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Power

ANOTHER important advantage enjoyed by the average industrial concern in this territory arises from the power situation. For the producer using fuel oil, there is no better supply of power to be found any place in the country because of the very heavy production of petroleum in the oil fields of this territory. California is known as the home of hydroelectric power and plentiful supplies of this type of power are available at comparatively low rates. For the producer using either petroleum or electric power, the heavy investments normally required for the storing and handling of coal are eliminated.

At present, the industrial producer who must depend upon coal for his motive power, is admittedly at a disadvantage in this district. However, there is every reason to believe that in time the coal of Utah and Colorado will enter the Los Angeles market in sufficient quantities to supply coal-burning vessels and industries necessarily dependent upon coal.

In addition, there are important supplies of natural gas available for concerns which require this type of power.

Supplies of Capital

A STILL further point favoring industrial production in this territory is the fact that the Pacific-Southwest, particularly that portion located in California, is conceded to be the best investment-security market in the United States, in proportion to population. There are plentiful supplies of investment capital available for the properly conceived, properly organized and properly managed industrial plant and also sufficient supplies of bank credit.

Marketing Advantages

BUT the advantages are not alone on the manufacturing side. Obviously, the manufacturer in this territory has first call on the markets of the Pacific-Southwest. But even these markets do not exhaust the potentialities.

Startling as it may seem, it is now a proven fact that through the use of merchant vessels plying between Los Angeles Harbor and the Atlantic seaboard, via the Panama Canal, the manufacturer in the metropolitan area of Los Angeles can lay down his goods in Atlantic-seaboard cities at a cost not more than, and sometimes less than, the cost to the producer located at any point 200 miles inland from the Atlantic seaboard.

The importance of this single fact may be better visualized when it is understood that the manufacturer in Los Angeles can compete in New York City upon an equal basis with the manufacturer located in Buffalo, New York, and that Los Angeles manufactured goods can compete in Philadelphia on a parity with those fabricated in Pittsburg.

When it is remembered that it is generally conceded that these Atlantic seaboard cities of the United States are the greatest consuming markets of the world, and that Los Angeles Harbor, the intercoastal merchant marine and the Panama Canal open them to the industrial producers of the Pacific-Southwest, the industrial potentialities of this district become apparent.

Obviously, if the producer in this district can compete on the Atlantic Coast of the United States with the producer located within the Atlantic Coast territory, he can compete in European markets on an equal basis with the producer in any other section of the United States.

This, in brief, is the story of the industrial potentialities of the Pacific-Southwest, a story of possibilities which, throughout the year of 1923, has been steadily and surely converted into realities in the form of bricks and mortar, and operating industrial plants with thousands of skilled workers added to the pay roll of the Los Angeles Basin.

Construction Activities

CLOSELY correlated with the industrial activities of the Pacific-Southwest is its construction program. No small part of the new capital which has gone into industry in this territory during the past year has been for the erection of industrial plants serving the building trades.

At the time this is written, it is impossible to ascertain the exact total of building construction in the Pacific-Southwest for the year 1923. However, indications are that the total permits for the year will exceed $175,000,000 in Los Angeles alone and $300,000,000 for that portion of the Pacific-Southwest located in California. Building figures will probably show that there has been sufficient housing erected in this territory during the year to accommodate from 75,000 to 80,000 families, or approximately 300,000 people. Such indices as are available, none of which can be relied upon as statistically accurate, but which are sufficiently comprehensive for ordinary use, indicate that there have been on an average between 10,000 and 15,000 new residents who have entered Los Angeles every month during 1923. Some of these have, of course, naturally gravitated to contiguous communities. There have been probably an additional 5000 to 7500 people a month who have taken up residence in the other communities of this territory, so that the total population of the southern half of California has probably increased by from 200,000 to 250,000, or by from 50,000 to 65,000 families during the year. This probably indicates that the erection of new housing accommodations has more than kept pace with the increase in population of this territory.

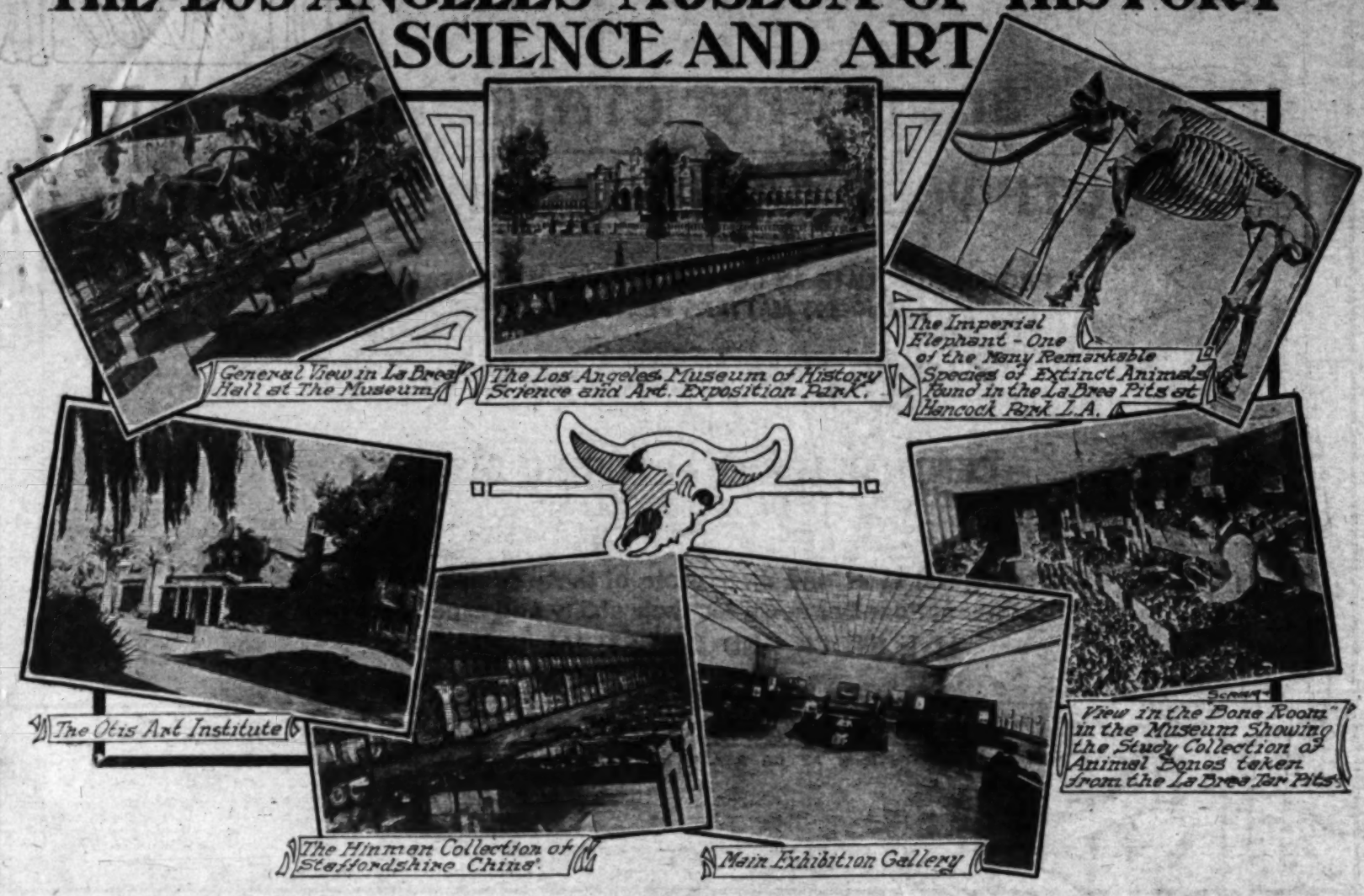
Keeping Pace With Requirements

HOWEVER, when the normal increase in requirements for housing, due to abandonments, the normal increase in housing demands of old residents, etc., are also taken into consideration, the housing requirements of this district have barely been met, without the accumulation of any surplus.

There have been approximately 60,000 building permits issued in Los Angeles during the year, with an additional 30,000 to 40,000 issued in contiguous communities. In other words, there have been approximately 100,000 new buildings erected in this territory during the year, with an average value of about $3000 per permit, as compared with approximately 70,000 permits with an average value of $2500 in 1922. The large number of permits for additions and alterations is, of course, a factor in cutting down the average valuation per permit.

Outside of the city of Los Angeles, it is exceptionally difficult to secure figures by classes of structures, but such data as are available indicate that for the territory, as a whole, from 50 to 60 per cent of the build-

THE LOS ANGELES MUSEUM OF HISTORY SCIENCE AND ART



General View in La Brea Hall at The Museum.

The Los Angeles Museum of History Science and Art. Exposition Park.

The Imperial Elephant - One of the Many Remarkable Species of Extinct Animals Found in the La Brea Pits at Hancock Park L.A.

The Otis Art Institute

View in the "Bone Room" in the Museum Showing the Study Collection of Animal Bones taken from the La Brea Tar Pits.

The Hinman Collection of Staffordshire China.

Main Exhibition Gallery

EVEN as the pen is mightier than the sword, so is a museum more broadly educational than are many features presumably essential to modern education. We do not need to tell the world about the Los Angeles Museum of History, Science and Art as a recreational and educational institution, as the world, or at least that portion of it represented by the residents of Los Angeles and its hundreds of thousands of visitors, has come to recognize it as a vital point in the varied activities of this thriving young metropolis. Its visitors return again and again, to gaze, exclaim and marvel at its varied treasures. Nowhere else perhaps can be found anything comparable to the exhibition of prehistoric animals from one period or source, to be found in the Los Angeles Museum in Exposition Park. The most famous savants, as well as simply curious sightseers, have come across seas and continents to view its vast collections of the almost perfectly preserved remains of gigantic mammals secured from the asphalt beds of Rancho La Brea, located in the very midst of this city's exclusive residential district.

This display of skeletons of creatures that trod the plains and foothills of Southern California more than 25,000 years ago is, however, only one collection of the museum's numerous displays that rank, in many instances, with the best in this country—even as the present building occupied by the Los Angeles Museum is but a small section of what the institution will eventually be. As it now stands, the museum overflows with treasures of art, history and science from basement to balcony. Appreciating the importance of this institution as one playing a leading part in the educational and recreational development of the community, the Board of County Supervisors is making ample provision for the maintenance of the museum and is also carefully providing for its enlargement in the annual budgets. The accumulated amount set aside for the first additional unit to be added to the Los Angeles Museum is now over half a million dollars. The completed museum, when all units are constructed, will cost in excess of $7,000,000 and will rise as a great three-story structure similar in some respects to that of the American Museum, the Metropolitan Museum of Art, and the National Historical Society—since it includes in its scope activities similar to those represented by all three of these eastern institutions.

The drawing for the plans by the Allied Architects of Los Angeles of the first unit are practically completed, and building will be commenced sometime early in this year. It is expected that the new building forming the first unit will be finished within a year's time.

In making these rapid strides of growth which is only in keeping with the city's advancement in general, the Los Angeles Museum will, before many years, develop into an institution that will be an equivalent to the greatest museums of today. Although the unit to be added to the present building will form only a minor part of the museum when completed in the years to come, it will yet supply approximately twice as much exhibition space as is now available.

This will mean that among the many rare objects at last to be revealed to the public will be 250 animals mounted in habitat groups, now stored in the basement where they have been awaiting exhibition space for many months. A large number of North American birds are also ready for exhibition.

To secure these animals, the Los Angeles Museum sent out expeditions to Africa and to various parts of the American continent. On the completion of the first addition forty or more great groups will be assembled in the two large exhibition halls illustrating the vanishing big-game life of two continents.

The success of the effort being made by the County of Los Angeles to build in the city one of the notable museums in the world is apparent by the fact that the number of visitors to the museum has doubled during the last three years, the attendance now being between five and six hundred thousand persons a year. Similarly, the varied activities undertaken by the museum have increased, there being, for example, twice as many art exhibitions yearly as were formerly held. The changing exhibitions held by the Art Department always create a wide-spread interest, since they include the work of national artists in painting, sculpture, print making, and photography. There are many paintings on permanent exhibition purchased by the museum or donated by interested citizens. In the rotunda of the building is displayed the selected collections of paintings by contemporary American artists presented to the museum by Mr. and Mrs. William Preston Harrison which forms one of the notable treasures of this department of the museum's activities. This splendid collection is in itself worthy of repeated visits to the museum.

As previously stated, visitors by the thousands wend their way to the doors of the Los Angeles Museum of History, Science and Art, chiefly, though by no means solely, to view the fossils of the Pleistocene Period discovered on Rancho La Brea and presented by the owner of the old estate, George Allan Hancock, to the museum. In one wing of the building are displayed many mounted skeletons—the enduring remains of these prehistoric animals trapped in the tar-pits that are still bubbling and trapping hapless creatures of today.

The work of sorting and assembling these well preserved fossil bones, numbering up into the millions, is still being carried on, as it has been for many years, in the basement of the museum by members of the museum staff, while bulky scientific reports are being prepared by distinguished specialists, under the direction of Dr. J. C. Merriam, president of the Carnegie Institution of Washington, and Dr. Chester Stock and Prof. L. H. Miller, of the faculty of the University of California. It is down in this "Bone Room," as it is called, where the material is studied and assembled, that scholars of Europe have lingered longest to marvel at the spectacular sight of thousands of trays of the fossil remains of the ferocious saber-tooth tiger, the giant ground sloth, the Imperial elephant, and other vicious creatures of a bygone time.

A group of British savants recently visiting at the museum were almost as amazed, however, at the great Cherry Collection illustrating the human culture of the Congo from darkest Africa, as many objects in this collection are not to be found duplicated in any of the great British museums.

Continuing briefly with an account of some of the famous collections found in the Los Angeles Museum, there are the Otis and the Hinman Collections of weapons which in combination give the museum an almost unsurpassed assemblage of these articles. The collection presented to the institution by the late General Harrison Gray Otis is magnificently displayed in one room, while the Hinman Collection, lent by Mr. and Mrs. William May Garland, is displayed in cases in the corridor of the rotunda without.

The Hinman Collection of Old Staffordshire China, bequeathed Mrs. Garland by her mother, is one among the very finest of its kind in the country. Over two hundred superb platters are ranged along one gallery wall and the hundreds of smaller pieces are placed in cases below. Last year's May issue of the International Studio, leading art magazine of America, contained an illustrated account of this collection. Another nationally known collection on permanent exhibition at the Los Angeles Museum, is that of Chinese Porcelains belonging to M. A. Burlingame Johnson. This collection contains priceless pieces, dating back as far as the period A. D. 950-1120, and is one of the three or four very choice collections of this enchanting ware in this country.

Outside of the U. S. Mint there are perhaps but few collections of American coins on public exhibition more complete than occupies the coin room at the museum. Near by is the Colonial Room in which is contained a wealth of fascinating objects belonging to the picturesque Colonial period in our history.

This historical section of the museum is more popular, generally speaking, than any other. Visitors here see objects ranging from the mummies of Egypt to the old copper still used by the padres of old San Gabriel Mission and the baby dresses of the pioneers of Los Angeles, and on through the period of development of the village into a city, and the city into the western metropolis. There are rare collections of the varied handicraft of the Indian, that serve in any attempt to better understand and appreciate the first Americans. The objects in the historical section have been made available entirely through interested individuals and societies who have placed their treasures at the disposal of the museum, either as gifts or loans.

Mention should be made of the mineral collection in one of the galleries in the science wing—a collection as complete in its representation of western mines and minerals as can be found. In this same gallery of the museum is displayed an excellent collection of California coast shells which has some very unique features in arrangement. Near by is a most absorbingly interesting display which is hardly more than begun—a collection delineating the evolution of animal life.

In connection with the art activities of the Los Angeles Museum, we always think of the Otis Art Institute, which is a part of the museum itself, though located on Wilshire Boulevard, fronting Westlake Park, in another section of the city. General Otis, organizer and owner of the Los Angeles Times, shortly before his death in 1917 presented his home, "The Bivouac," to the county for the advancement of art in the West. There has, consequently, been developed an art school within the walls of the fine old residence which is unequalled in the West in equipment. It is now occupied to capacity, with accommodations for 500 art students. Six large studios have been added by the county to the original structure during the past year. The faculty of this robust institution is made up of instructors who have made names for themselves in the art world.

Taking all into account, it is with a sense of satisfaction that one can assert that Los Angeles county, through its museum and its many activities, is having a part in the great work of increasing, recording, preserving and exhibiting the history, science, and art of the world in this western metropolis.

ECONOMIC PROGRESS OF THE PACIFIC-SOUTHWEST
(CONTINUED)

ations cannot be expected to continue indefinitely. It is too early to secure final figures for the subdivision activities during 1923. However, in the calendar year of 1922 there were 56,502 lots, comprising 11,608 acres, put on the market in new subdivisions within a radius of ten miles from the center of Los Angeles. This activity has been maintained and increased during 1923 and the activity in these subdivisions still farther removed from the center of Los Angeles has expanded in enormous measure during the past year. In one single week, the City Planning Commission of Los Angeles received plans for 1,200 lots in subdivisions which were submitted for approval. Proceedings are already under way for securing title to that portion of the land in the new civic center which is not already owned by the city. It is particularly interesting to note that the location is immediately adjacent to the old Los Angeles Plaza, which was the exact center of the original townsite of Los Angeles, as laid out by the Spaniards and which is still maintained. In other words, Los Angeles is proving that while it is still a new community, it is, nevertheless, old enough to have commenced its development of traditions and landmarks.

No Excess Building

BUT to return to the immediate construction program of this territory. The expansion throughout 1923, except in a few of the agricultural communities where adjustment to post-war conditions has made it difficult to engage in any new building enterprises, and the promise of continuation at present or even higher levels in 1924, naturally raises a question as to whether the Pacific-Southwest is not overbuilding. Careful analysis would indicate that the answer is in the negative and that, in spite of the enormous construction activities of the present, this territory is still approximately $150,000,000 short of the building program, which would have been followed had not the war interfered with construction activities between 1914 and 1920.

Prior to 1914, a definite ratio between the business of the community as reflected by its bank clearings and new construction, as reflected in building permits, was established in Los Angeles. During this period, building permits normally averaged approximately 2.6 per cent of bank clearings year in and year out. If the permits fell slightly below this percentage in one year, they increased in sufficient amount to offset the loss in the next year. With the coming of the World War and its consequent disrupting influence, building tended to fall off, both in total amount and in proportion to bank clearings, year by year until 1918. The extent of this drop can probably be best visualized by realizing that building permits dropped from $31,642,000 in 1913 to a low of $8,679,000 in 1918.

When the enormous increase in building costs during this period is taken into consideration, it is possible to form some idea of the exceptional decrease in building activities. But, in spite of this decrease, business continued to expand, as evidenced by the fact that bank clearings in Los Angeles increased from $1,211,169,000 in 1913 to $1,547,065,000 in 1918, and to $3,994,280,000 in 1920. The result was that 1918 building permits, instead of averaging 2.6 per cent of clearings, totaled only .56 of 1 per cent of clearings. In spite of the revival which started in 1919, building permits in 1920, which were double those of any previous year, instead of totaling about one-fortieth of bank clearings, which would have been the prewar normal, amounted to only one-sixty-seventh of clearings. It was not until 1922 that the two indices returned approximately to the before-the-war parity.

The 1923 building and clearing figures indicate that they will have maintained about the same relation as was normal prior to the war. In other words, in spite of the enormous building activities of Los Angeles and contiguous districts, this community has barely maintained the building which might normally be expected in proportion to the business which the community has done during the past two years, and has not yet made any serious inroads upon the accumulated shortage of the war period. Similar analyses in other Pacific-Southwest communities reveal the same situation. When such figures as are available with regard to increase in population are set against the number of building permits, a similar situation is revealed.

Under these circumstances, it would appear that fear that the present building program is too great is without foundation of fact. It is true that the acute housing shortage of 1920 has been relieved, but there is no evidence that there is any excess of housing accommodations on the market.

In the case of office structures, the tendency during the past year has been for rentals to increase rather than to decrease. In practically every existing office building, where leases have expired during 1923, they have had to be renewed upon the basis of higher rentals, in spite of the enormous activities in the construction of new office buildings in the downtown district, and the erection of small office structures in the various neighborhood business districts. The running average of rentals on downtown office building property is now approximately one-third in excess of the prevailing prices of 1912 and probably may be expected to continue at this level for some time to come.

Industrial Foundations

THERE is a very material difference between the construction program of 1923 and that of earlier years. In the past, most of the expansion was, to a great extent, psychological. There was little or no industry creating values and permanent demands for new structures in the communities of the Pacific-Southwest. A good part of the activity came as a result of the boom tendency then existent. At present, however, there is a much more solid foundation of industrial production behind the demand for building space, which is creating the present activities and it is consequently unsafe to compare the present-day tendency with the previous boom periods, which have always culminated in slowing down in building; which has generally been commensurate with the slowing down in business of the community.

However, these past fluctuations in building activities have not been as noticeable as is ordinarily believed. For example, between 1895 and 1900, building permits in Los Angeles stayed at about a parity, averaging from $2,250,000 to $2,400,000 a year. Between 1900 and 1906, they increased materially, year by year, from $2,510,000 in the earlier year to $18,159,000 in the latter year. With the depression of 1907 and 1908, they dropped approximately 50 per cent to $9,931,000 in 1908. They started increasing in 1909 and reached the hitherto unprecedented level of $31,642,000 in 1913. With the war, they again started to drop and continued to fall off until 1918, when they reached $8,679,000, the smallest annual total since 1901. From that time forward, they have steadily expanded.

In other words, with the exception of the war period, building activities have followed closely the trend of business, and while the continued business expansion in the past few years cannot be expected to continue indefinitely, all indications point to at least the maintenance of the present level for some considerable period to come. This would make it appear that the maintenance of large building activities may be expected during the next several years.

ECONOMIC PROGRESS OF THE PACIFIC-SOUTHWEST
(CONTINUED)

ing from the standpoint of value has been in the form of housing, with approximately 20 to 25 per cent accounted for by office and mercantile buildings and industrial structures, the balance being in the form of public buildings, wharves and warehouses, hotels, additions and alterations.

Of course, the major portion of the building program of this territory has concentrated in the metropolitan area of Los Angeles and in the Los Angeles Basin. Next to the city of Los Angeles, Long Beach has had the largest building program, with total monthly permits averaging in excess of $1,500,000. The other communities, such as Pasadena, Glendale, the Santa Monica Bay district communities, Alhambra, etc., have made the total for the Los Angeles area, including the city of Los Angeles, exceed an average of $20,000,000 per month, or approximately $250,000,000 for the year.

Growth in Building Permits

TO SECURE an idea of the rapid growth in construction activities in this territory, it is only necessary to point out that for the twenty-nine years from 1894 to 1922, inclusive, there were approximately 293,000 building permits, with a value of $599,100,094 issued in the city of Los Angeles. The building permits for the year 1923 will total approximately one-third of those for the entire preceding twenty-nine years from the standpoint of value and a little better than one-fifth from the standpoint of number of permits. Prior to 1919, 1912 and 1913 were the only years in which permits here in the city of Los Angeles exceeded $25,000,000. During 1919 they totaled $28,250,000; in 1920, $60,024,000; during 1921, $82,761,000; during 1922, $121,207,000, and during 1923 in excess of $175,000,000. In fact, the building during the past four years has exceeded the total during the preceding twenty-six years by approximately $100,000,000.

Construction activities throughout this territory have taken many forms. There has been an enormous expansion in the building of single-family homes and duplexes, as well as apartment-houses, due to the large increase in population. Coincident with this has been the enormous expansion in the erection of mercantile and office buildings and industrial plants.

Three years ago, the city of Fresno was the only city in the Pacific-Southwest, outside of Los Angeles, which had any buildings in excess of six stories and the two twelve-story buildings in Fresno were brand new. Today Long Beach has half a dozen twelve-story buildings; eight-story buildings, which are the limit allowed under city ordinance, are being constructed in Pasadena; twelve-story buildings are now under erection in Fresno and many communities are erecting office buildings double the height of any heretofore existent in any community. In practically all cases, these structures are practically completely leased before construction is finished, due to the enormous demand for office space which has developed with the expansion of the economic activities of this territory.

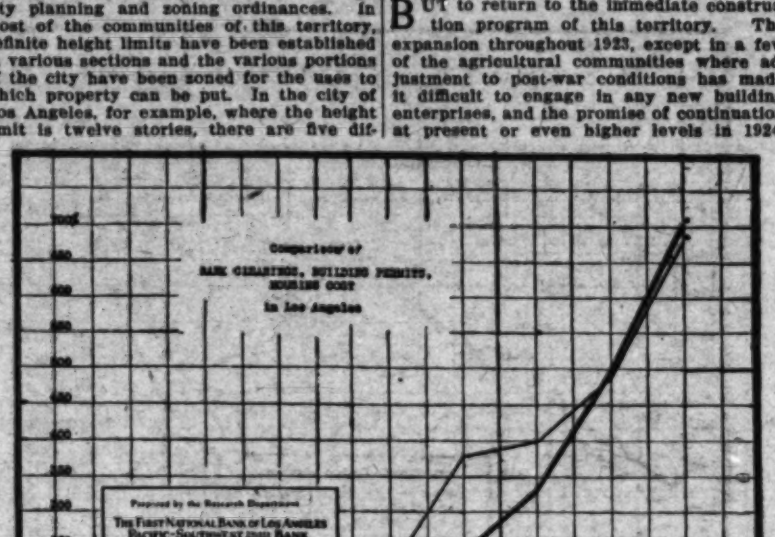
Own Your Own

A PARTICULARLY interesting development in the past two years has been the growth of the idea of the so-called "own your own" apartment or office building. This form of construction has reached its height in Long Beach where half a dozen twelve-story buildings have been erected under this plan. Under this plan, title to the building and the land is placed in the hands of a trustee. The tenants then purchase title to an apartment or office, taking from the trustee a certificate of title showing ownership of the particular apartment or office, subject to any mortgage liens created in erection of the building, and a proportionate residual interest in the fee to the land. Generally the building is sold on deferred payments, which are used to retire the mortgage bonds, as they fall due. The owners are assessed on a pro-rata basis for their proportion of maintenance and operating charges. With the high rents existing in Long Beach, this method of construction has so far proved exceptionally profitable to purchasers of offices or apartments.

The growth of the neighboring business centers has also furnished a stimulus for the erection of business blocks in the outlying portions of the various larger cities of this territory.

Zoning Regulations

A PARTICULARLY interesting phase of this construction program has been the manner in which the important building activities of recent years have been made to conform to symmetrical outlines through city planning and zoning ordinances. In most of the communities of this territory, definite height limits have been established in various sections and the various portions of the city have been zoned for the uses to which property can be put. In the city of Los Angeles, for example, where the height limit is twelve stories, there are five different zones, in all but one of which the type of building which can be erected is restricted. In one zone, only single-family dwellings can be erected. In the second, only single-family or multiple dwellings, including apartments, private clubs, etc., are permitted. In the third, business structures are permitted and, in the fourth, most types of industrial structures may be erected. In the fifth, any type of building permitted by law may be erected. With the exception of a few outlying districts, the entire city of Los Angeles has now been zoned according to these five classifications and only minor changes are expected in the future. There are some test cases as to the legality of such restrictions of the use of property in the courts, but indications are that the city will successfully defend its position. Similar restrictions, with varying height limits between cities and between districts in the same city, have been adopted by a number of other Southern California communities.



Through such plans, well-rounded communities can be and are being built for the general good of the entire community and very seldom at the expense of the individual property-owner. As a general rule, the various communities are co-operating with the city-planning commissions in the maintenance of zoning because of the obvious practical, as well as aesthetic, benefits which result.

In addition to this zoning work, many of the communities in the Pacific-Southwest have taken active steps for the creation of civic centers where public business can be carried on in surroundings which will do credit to the various cities. For example, during 1923 the city of Los Angeles has definitely voted upon a location of the proposed civic center and has voted bonds for the erection of a new City Hall, which will probably be the first unit in this center.

REAL ESTATE

A DISCUSSION of the economic trend of the Pacific-Southwest, and particularly of its building activities for the several past years, would not be complete without some mention of real estate activities because of the important part which real estate turnover has played in the development of this community. The real estate situation is not entirely satisfactory in all its aspects to close students of the economic situation.

It is true that for the Pacific-Southwest, as a whole, 1923 has marked the most active year of real estate turnover in the history of this territory, at market prices which have heretofore been unprecedented. It is also true that subdivision activities have reached the highest levels on record, but there is serious question in the minds of many students as to whether this territory is not capitalizing future developments a little too rapidly in its present real estate market. This does not mean that there are not legitimate values behind much of the real estate which is moving and that it cannot earn fair returns upon investment under present conditions, because that is not the case. However, it does mean that the prospective purchaser should make careful analysis before committing himself on any particular piece of real estate.

Agricultural Lands

NECESSARILY, the major real estate activities of this district have centered in the metropolitan area of Los Angeles and the surrounding communities. The tendency in agricultural districts has been for farm lands to move very slowly and for city lands to move less rapidly than real estate in the Los Angeles Basin. This has been due, in large measure, to the fact that farm lands had been moving during the war period and the period immediately following the war upon prices which capitalized the war value of agricultural products as permanent. Under these circumstances, it is not likely that there will be a great deal of movement in farm lands until adjustment to postwar conditions is completed. This will probably come, in most communities during 1924. It is probable that the tendency toward subdivision of large ranches held under the old Spanish grants will continue for some time to come and will receive an added impetus during the next few years as necessity for more intensive agricultural developments becomes increasingly

California Municipal Bonds

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SOUTHWEST CATTLE LOAN COMPANY

PROVIDE ADEQUATE MEANS FOR THE PROPER HANDLING OF ALL BANKING MATTERS PERTAINING TO THE

LOS ANGELES UNION STOCK YARDS
AND THE
CENTRAL MANUFACTURING DISTRICT
OF LOS ANGELES

The official staff and directorate of these companies include men nationally known for their ability and experience in
LIVE STOCK AND INDUSTRIAL FINANCING

Offices: ADMINISTRATION BUILDING. LOS ANGELES UNION STOCK YARDS. LOS ANGELES. CAL.

"THE ONLY FINANCIAL INSTITUTIONS AT OR NEAR THE YARDS AND CENTRAL MANUFACTURING DISTRICT."

FULLERTON OIL COMPANY

Confining its activities to oil production entirely, the Fullerton Oil Company, by conservative management, has been able to pay unusually large returns on a comparatively small invested capital. Incorporation was brought about in 1900 for $600,000. Four years later the first dividend was paid and since that time the stockholders have received over $2,700,000. At the present time, the company controls 425 acres in the Fullerton-Whittier field, 537 acres under lease in other districts and has valuable leases in the State of Wyoming.

Besides paying dividends, the company sets aside a considerable sum annually for development and acquiring additional properties, drilling and permanent improvements.

The Fullerton Oil Company is, to all intents and purposes, a closed corporation. The stockholders, who are few in number, believe in development along conservative lines and confine their activities entirely to established oil fields.

The officers and directors follow: W. L. Valentine, president; W. F. Ball, vice-president; Charles Tutschulte, secretary; A. L. Ball, H. M. Dailey, H. W. O'Melveny and Martin Erickson, directors.

"BILTMORE FLOWERS"

One of the most unique and original flower shops in America is located in the arcade of the Biltmore Hotel and is designated "Biltmore Flowers." The owner of this shop is D. Stathatos, more popularly known as "Dan," proprietor of the Broadway Florist, one of the largest retail flower shops on the Pacific Coast.

The Biltmore Flower Shop is designed after a Tuscany Court Yard of the 17th century. The atmosphere of the store reminds one of a quaint Court Market of Italy where flowers are often sold. The refrigerator, fountain and ornamental stone work blend together to carry out the subject. The fountain with its original statue by the justly famous sculptor, Carlo Romanelli, and all stone ornaments are done in "Pietre Forte," a red brown stone, and show the decade of time. The refrigerator feature is built in to form a part of the wall structure and in no way resembles the ordinary flower refrigerator.

To take care of the needs of large clientele Mr Stathatos operates three delivery automobiles and employs between twenty-five and forty people.

LOGAN & BRYAN

NEW YORK
42 Broadway

CHICAGO
2 Board of Trade

SAN FRANCISCO
401 Montgomery St.

LOS ANGELES
636 South Spring St.

SEATTLE
810 Second Ave.

PASADENA
Maryland Hotel

SANTA BARBARA
1016 State St.

Stocks, Bonds, Grains, Provisions, Cotton, Coffee

MEMBERS

New York Stock Exchange
Boston Stock Exchange
Chicago Stock Exchange
New York Cotton Exchange
New York Coffee and Sugar Exchange
New York Produce Exchange
New Orleans Cotton Exchange
Chicago Board of Trade
Minneapolis Chamber of Commerce
Winnipeg Grain Exchange
St. Louis Merchants' Exchange
Salt Lake City Stock Exchange
Los Angeles Stock Exchange
Philadelphia Bourse
Pittsburg Stock Exchange
Montreal Board of Trade
San Francisco Stock and Bond Exchange

OUR OWN PRIVATE WIRES ATLANTIC TO PACIFIC, UNITED STATES AND CANADA

TO THE OIL INDUSTRY more than to any other economic factor belongs credit for the extensive development of transportation, which has figured so largely in the progress of California during the last quarter of a century.

ECONOMIC PROGRESS OF THE PACIFIC-SOUTHWEST
(CONTINUED)

evident in those districts which have been dependent upon loose farming of large acreage.

City Real Estate

IN CITIES in the Los Angeles Basin, practically every type of real estate has been exceptionally active during the year. There have been important transfers of downtown realty at the highest prices on record. In most cases these transfers have been made in connection with the erection of new office and mercantile buildings. Real estate in neighborhood business districts has been experiencing a rapid turnover and much property heretofore used for single-family dwellings has been transferred to new owners who are erecting apartments on the land. Subdivision activity has exceeded all previous records, both in property close in to cities and in that at some great distance from existing residential centers.

There is the problem in the minds of many students as to whether downtown realty values can continue to expand as the increasing traffic congestion makes it harder for people from outlying districts to trade in the downtown business district and there can be no question but that in some cases owners of downtown property appear to have exaggerated ideas of its value. Upon the whole, however, there is no immediate concern with regard to downtown realty values and no reason for believing that there will be any serious drop in market prices, although continued expansion at the rate of the past several years cannot be anticipated.

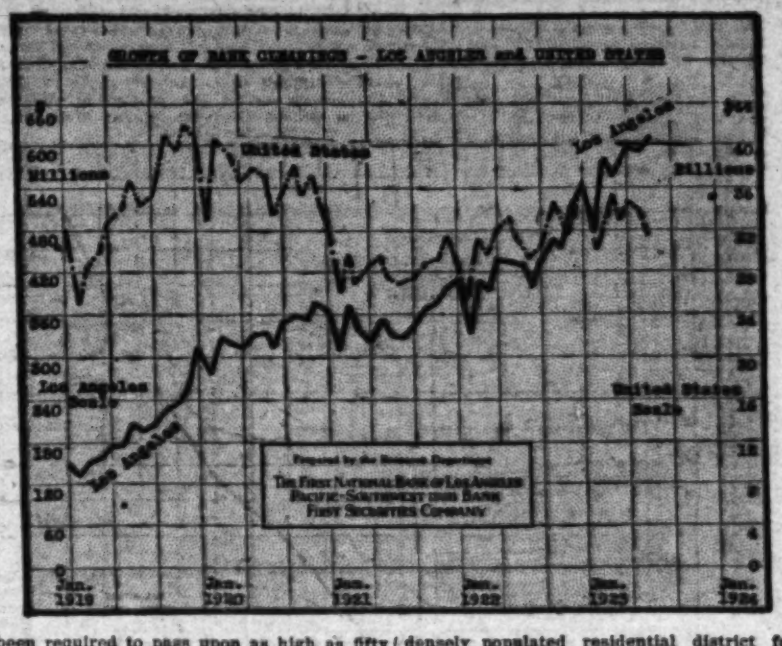
A similar situation exists with regard to most of the older residential districts of the city. In some cases it would appear that there must be adjustment in the value of property in neighborhood-business districts, which are illogically placed and in which tradesmen are finding it almost impossible to maintain business at a profit because of the excessively high rentals in proportion to the population tributary to their places of business. However, this situation is not sufficiently serious to justify a great deal of serious concern at the present moment.

Subdivision Activity

THE subdivision activity is the one that is really causing genuine concern on the part of students of the situation. There is increasing evidence that a large proportion of the lots being sold in new subdivisions are being purchased for speculative purposes rather than for use, and this necessarily indicates that the expansion in sales and in market values in outlying subdivisions cannot be expected to continue indefinitely. It is too early to secure final figures for the subdivision activities during 1923. However, in the calendar year of 1922 there were 56,602 lots, comprising 11,608 acres, put on the market in new subdivisions within a radius of ten miles from the center of Los Angeles. This activity has been maintained and increased during 1923 and the activity in those subdivisions still farther removed from the center of Los Angeles has expanded in enormous measure during the past year. In one single week, the City Planning Commission of Los Angeles, which is called upon to approve the engineering features of subdivisions, has been required to pass upon as high as fifty new subdivisions. The 11,608 acres covered by subdivisions in 1922 represented a total of 668 separate subdivisions. With as many as fifty a week coming up in 1923, the activities this year have necessarily more than doubled, and possibly tripled, those of last year. In the case of many of the far, outlying districts, this activity appears to be without sufficient warrant and there is no question but that some districts have been sold far beyond the territory to which residential districts can be expected to expand for some years to come and at prices materially in excess of what would appear to be normal valuations. Any slackening of real estate activity may probably be expected to start in these more distant outlying subdivisions.

While reductions in value may not necessarily come in all or any of these districts, a large portion of these subdivisions must apparently go through a period of reduced market values. In one district, some distance from Los Angeles, there have been enough business lots sold to support more business than the entire territory could maintain if it were solidly built to homes and apartments, although there is not an average of one residential building to a block in this particular territory, which is, in some cases, in excess of twenty miles from the center of the downtown business district of Los Angeles. There is little likelihood that this particular district will become a densely populated residential district for many years to come, although the lots have been sold upon values based upon the assumption of immediate comparatively dense population.

Obviously, such situations must be corrected, either through enormous expansion in population or depreciation in market prices. Such a situation is necessarily a matter of considerable concern, but it is not sufficiently grave to justify the belief that the actual adjustment to a normal realty situation will seriously affect the general prosperity of the Pacific-Southwest. The situation is rather comparable to the oil situation in that much capital which could have been more profitably employed for the benefit of the Pacific-Southwest, as a whole, has been wasted, but the wastage has not been sufficient to seriously interfere with the general forward movement of this territory.



Industrial Property

ALTHOUGH less spectacular than the developments in subdivision activities and in downtown realty, the expansion in turnover in industrial property has been enormous with the steady accretion to the number of industrial plants operating in this territory. This industrial situation is one of the most promising in the whole real estate field because most of the industrial property that is being turned is being purchased for use either for expansion of existing industrial plants or erection of new ones. This situation calls for an expanding number of productive workers in this district, which, in turn, increases general business and the basic values of realty in the community.

The largest single transfer in industrial realty during the year has been the optioning of 200 acres on the Long Beach end of the harbor by the Pacific Steel Company for the erection of mills, the consideration being $2,000,000, or $10,000 an acre. During 1922 the electors of Long Beach had turned down a bond issue to purchase this property at an average of $8800 an acre because they considered the price excessive. As an example of the tendency within this territory, it is probable that the activity in connection with this new steel plant will largely offset the decreases following the inevitable reduction in petroleum output in the Long Beach field, thereby maintaining prosperity in that community.

Of course the petroleum industry has been closely associated with the turnover of real estate for industrial activities. Many hundreds of acres have been sold, particularly in the districts contiguous to the harbor, for the erection of refineries and storage facilities, and thousands of workers have been engaged in these operations. Important leases of water-front property on Los Angeles Harbor have also been made during the year, a considerable proportion of these being to oil concerns for storage tanks and loading docks.

The industrial district is showing a tendency to move southward from Los Angeles toward the harbor, with the two most important districts today being the southeastern portion of the city of Los Angeles and the city of Vernon and the district immediately surrounding the harbor, with a definite tendency for the district in between to gradually take on new industries. This situation is due, in large measure, to the fact that these locations are the logical industrial locations in this district because of the transportation situation. The development of industry around the harbor and the industrial pull toward the harbor is due to the importance of Los Angeles Harbor in the distribution of the industrial output of the Pacific-Southwest.

LOS ANGELES HARBOR

BECAUSE of the part which it is playing as an agency in distribution any review of the economic activities of the Pacific-Southwest, without considerable attention to Los Angeles Harbor, would be far from complete. It is a regrettable fact that statistics of the traffic through the port are compiled so late that it is impossible to give any detailed figures of 1923 commerce at this time. It will consequently be necessary to limit the detailed analyses to 1922, giving an indication of the expansion in the commerce of that year over that of 1921. The trade during 1923 appears to have been similar to that of 1922, so far as detailed items are concerned, the changes having been primarily in the form of material expansion of all items over the preceding year.

Larger Than New York

WITH the incomplete figures, which are available, it now appears that the total commerce through the port during 1923 will exceed 25,000,000 tons. In fact, during several recent months, the gross total of deep-sea cargo passing through Los Angeles Harbor has exceeded the reported gross total of New York Harbor, which has heretofore held unchallenged sway as the largest port of the United States. It is only fair to state that the enormous petroleum movement is the principal item which has so rapidly and abnormally increased the cargo passing through Los Angeles Harbor, but, nevertheless, it has given the port preponderance over all of the other ports of the United States.

In spite of the lack of 1923 figures, it is possible to secure a comprehensive picture of the growth of Los Angeles Harbor and of its increasing importance to the economic life of the Pacific-Southwest through analyses of the statistics of the port prepared by the research department of the First National Bank of Los Angeles, the Pacific-Southwest Trust and Savings Bank and the First Securities Company, in co-operation with the College of Commerce and Business Administration of the University of Southern California.

Increasing Tonnage

THE total commerce passing through the port increased from approximately 4,864,000 tons in 1921 to 10,993,275 tons in 1922, and the value of commodities involved in excess of 110 per cent in total volume 000 in the earlier year to $396,006,202 in 1922, increases of 105 and 88 per cent, respectively. No small part of the failure of values to increase in proportion to tonnage was due to the heavy shipments of proportionately low-valued crude and fuel oil during 1922. From present indications, the total commerce during 1923 will exceed 25,000,000 tons.

Evidence of the importance of this harbor is found in the fact that cargoes emanating from or destined to Los Angeles are now paying more than half of the total Panama Canal tolls, and that the monthly tonnage of deep-water cargo passing through Los Angeles Harbor is now exceeding that for New York during 1921.

No small part of the increased tonnage was due to temporary peculiarities of the local economic situation and consequently it would be unsafe to assume that this increase was permanent or that a proportionately rapid development could be anticipated in the future without a very careful analysis of the character of goods passing through the port.

This is illustrated by the fact that while the domestic commerce increased from 4,220,151 tons in 1921, approximately 85 per cent of the total commerce passing through the port, to 8,962,998 tons in 1922, approximately 89 per cent of the total, an increase in excess of 110 per cent in total volume of commodities moved in domestic trade, the foreign commerce increased only from 642,021 tons to 976,800 tons, an increase of approximately 50 per cent, or at a rate less than one-half as rapid as the increase in domestic commerce. The Hawaiian and Alaskan commerce totaled 153,477 tons in 1922, as compared with only a nominal movement in 1921.

Domestic Shipments

IT IS also necessary to realize that no small part of the expansion in domestic commerce was due to the very abnormal petroleum situation, the shipments of petroleum and petroleum products in the domestic trade having increased from 2,864,000 tons to 6,004,000 tons, or from 64 per cent of total domestic tonnage to 77 per cent. During the same period, while shipments of lumber rose from 1,012,000 tons to 1,787,000 tons proportionately, they decreased from 20 per cent to 10 per cent of total domestic tonnage. Shipments of other commodities in domestic trade increased from 525,000 tons to 1,172,000 tons, remaining practically stationary in proportion of total domestic tonnage at about 13 per cent. In other words, while total domestic tonnage increased 112 per cent during the year, petroleum tonnage increased 150 per cent, lumber tonnage 77 per cent, and other domestic tonnage 120 per cent.

The fact that the domestic tonnage in commodities other than lumber and petroleum was able to maintain almost as rapid a rate of increase as the commerce in petroleum products, and that it totaled in excess of 1,000,000 tons for the first time in the history of the port, is evidence of the real expansion in the business of the port.

Further evidence of the changing trend of the commerce of the port is found in the fact that the coast-to-coast business, which totaled approximately 333,000 tons in 1921, or 31 per cent of the total domestic commerce, increased to 1,190,409 tons in 1922, but amounted to only a little more than 13 per cent of the total domestic business in the latter year.

The coastwise commerce, on the other hand, while not increasing proportionately as rapidly as the coast-to-coast business, increased from 3,887,000 tons to 7,772,589 tons, an increase of more than 100 per cent and from 55 per cent of the total domestic business to 87 per cent. The fact that the movement of petroleum products in coastwise trade totaled 5,608,003 tons in 1922, as compared with 296,528 tons in coast-to-coast tonnage, and 2,633,000 tons in coastwise business in 1921 indicates both the reason for the heavy expansion in coastwise business and also refutes the claim often made that the major portion of the petroleum passing through Los Angeles Harbor is destined for intercoastal movement.

Vessels Entering Port

ATTENTION at the present moment is focused upon the physical facilities which will be required for the handling of the business passing through the port. For that reason the first survey of the number, character and nationality of vessels entering Los Angeles Harbor has been undertaken. It covers the four years from 1919 to 1922, inclusive, the commerce prior to 1919 being in negligible quantities.

The extent of the growth of business is illustrated by the fact that the number of vessels entering Los Angeles Harbor increased from 2137, with a net tonnage of 2,320,805; in 1919 to 4136, with a net tonnage of 8,443,613; in 1922 increases of 93 and 266 per cent, respectively. The proportionately more rapid increase in tonnage is evidence of the increasing commercial importance of the harbor and of the increase in the size of the average vessel entering the harbor. As might naturally be expected, this increase has been confined almost exclusively to oil-burning vessels of large tonnage, there having been an actual decrease

ECONOMIC PROGRESS OF THE PACIFIC-SOUTHWEST
(CONTINUED)

ing from the standpoint of value has been in the form of housing, with approximately 20 to 25 per cent accounted for by office and mercantile buildings and industrial structures.

The 1923 building and clearing figures in dicate that they will have maintained about which were double those of any previous year, instead of totaling about one-fortieth of bank clearings, which would have been the present normal, amounted to only one sixty-seventh of clearings. It was not until 1923 that the two indices returned approximately to the before-the-war parity.

Proceedings are already under way for securing title to that portion of the land in the new civic center which is not already owned by the city. It is particularly interesting to note that the location is immediately adjacent to the old Los Angeles Plaza, which was the exact center of the original townsite of Los Angeles, as laid out by the Spaniards and which is still maintained. In other words, Los Angeles is

stalling charges. With the high rents obtaining in Long Beach, this method of construction has so far proved exceptionally profitable.

The growth of the neighboring business centers has also furnished a stimulus for the erection of business blocks in the outlying portions of the various larger cities of this territory.

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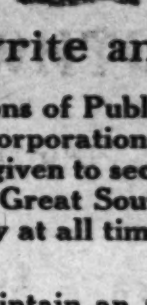

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ECONOMIC PROGRESS OF THE PACIFIC-SOUTHWEST
(CONTINUED)

in sailing vessels and in coal-burners, although the tonnage even of these boats has increased.

Character of Boats

THE most startling fact revealed by this analysis has been that the number of oil-burning steamers increased from 933, with a net displacement of 1,334,722 tons; in 1919 to 2900, with a net displacement of 6,702,205 tons; in 1922 over 70 per cent of the vessels entering the port during the latter year being oil-burners, as compared with only approximately 40 per cent in 1919.

At the same time the tonnage of oil-burning vessels increased from slightly less than 50 per cent of the tonnage of all vessels entering the port to approximately 80 per cent. That this has been a steady increase is evidenced by the fact that the number of oil-burners jumped from 933 in 1919 to 1649 in 1920, to 2039 in 1921 and to 2900 in 1922. The net tonnage increased, at the same time, from 1,334,722 in 1919 to 2,651,720 in 1920, to 4,233,413 in 1921 and to 6,720,205 in 1922. The number of coal-burning steamers, on the other hand, jumped from 1206 with 839,236 net tons in 1919 to 1236, with 906,222 tons in 1920, and dropped to 820 with 890,499 tons in 1921 and 839 with 1,092,618 tons in 1922.

In all types of vessels, there has been a steady increase in the size of average boat; in the case of sailing vessels, from approximately 500 tons in 1919 to in excess of 1100 tons in 1922; in the case of motor ships, from less than 400 tons in the earlier year to in excess of 2200 tons in the latter year; in the case of oil-burning steamers, from slightly in excess of 1100 tons in 1919 to 3400 tons in 1922; in the case of coal-burning steamers, from approximately 700 to 1300 tons, and in the case of all vessels entering the port from less than 1000 tons to in excess of 2000 tons.

That this movement was steady and spread throughout the entire four years, without any particularly noticeable jump at any particular time, is evidenced by the figures of monthly arrivals throughout the entire four years.

Nationality of Carriers

AS WAS to be expected, because of the great preponderance of domestic business, the vessels flying the United States flag far outnumbered those of all other flags, although there has been an increasing number of foreign vessels entering the harbor, as evidenced by the fact that during 1919 2360 vessels out of 2337 entering the port flew the American flag, while in 1920 3031 out of 3120; in 1921 2943 out of 3136, and in 1922 3752 out of 4136 were under American registry.

American tonnage has increased in proportion to the increase in number of vessels, totaling 2,101,067 tons in 1919, 3,506,772 tons in 1920, 4,783,252 tons in 1921 and 7,314,758 tons in 1922.

Aside from American vessels, those of Great Britain were the most frequent callers at the harbor; with Norway second in 1922, but with Japan second for the entire period and third in 1922; with Holland fourth in both 1921 and 1922; with France fifth; Sweden sixth in 1922 and seventh in 1921, and Denmark seventh in 1922 and sixth in 1921. The number of English vessels entering the port increased steadily year by year, from thirty-one with 99,566 net tons in 1919 to 132 vessels with 433,215 net tons in 1922. The number of Japanese vessels entering the port was eight in 1919, sixteen in 1920, forty in 1921 and thirty in 1922, the tonnage the last two years being 177,979 and 155,108 net tons respectively. The number of Norwegian vessels in 1922 was forty-nine, with net tonnage of 153,589, slightly less than the Japanese tonnage. The increase in Norwegian vessels was, however, more noticeable than the decrease in Japanese vessels, as evidenced by the fact that in 1921 there were only sixteen Norwegian vessels, with 56,612 tons, which entered Los Angeles Harbor. Vessels of other nationalities entering the port during 1922 consisted of twenty-one boats, with 95,414 tons, from Holland; thirteen with 28,595 tons under French registry; ten vessels, with net tonnage of 36,141, from Sweden and six Danish vessels, with net tonnage of 22,366. In addition there were 114 vessels of 204,426 tons from countries which sent five or less vessels to the port in 1922. This compares with only one foreign vessel of 2398 tons, other than those from Great Britain, France, Japan, Norway and Denmark, which entered the port in 1919.

This steady expansion in the number of foreign vessels and the number of countries represented in the registry of these vessels is evidence of the solid groundwork upon which the expansion in the foreign trade of the harbor is being built.

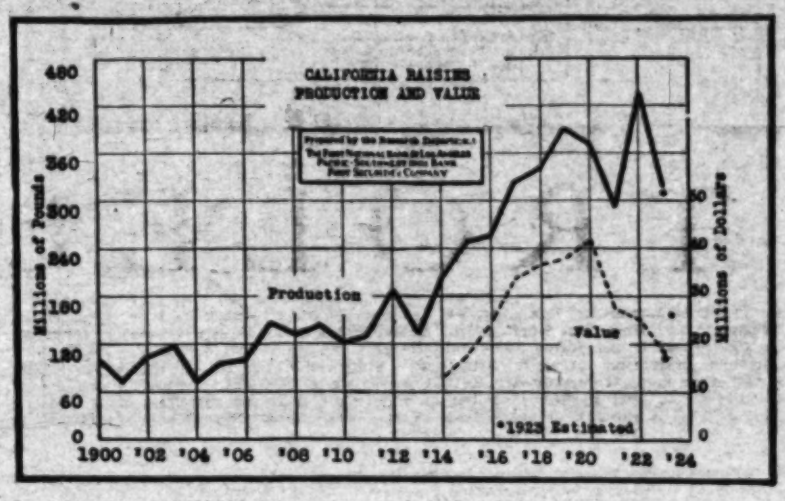
Classes of Commodities

THE commerce through the harbor normally falls into three major divisions, consisting of foreign commerce, coastwise commerce and coast-to-coast commerce, the latter two being subdivisions of domestic commerce. There is evidence that a fourth classification of domestic commerce with the Pacific Ocean island possessions of the United States will be necessary shortly, but, in 1922, this business was not sufficiently important to justify a separate classification. Of these classifications the most important from a tonnage standpoint is the coastwise commerce. Second in importance today is the coast-to-coast commerce, and third is the foreign commerce.

In 1921 the foreign commerce ranked second to the coastwise commerce, exceeding coast-to-coast commerce by approximately 290,000 tons. In 1922 the coast-to-coast movement exceeded the foreign movement by approximately 215,000 tons. The relative importance of the three groups of commerce and their changes between 1921 and 1922 is illustrated by the following table:

	1921	1922
Domestic coastwise...	3,886,872 tons	7,772,599 tons
Domestic coast-to-coast	323,377 tons	1,194,499 tons
Foreign	642,021 tons	976,800 tons

Of the 1922 domestic commerce, 2,769,796 tons were inbound and 6,193,202 tons were outbound with 2,689,763 tons of the coastwise inbound and 5,698,826 tons outbound, and 680,033 tons of the coast-to-coast inbound and 510,376 tons outbound. Of the foreign, 240,307 tons were inbound and 736,493 tons were outbound.



Value of Cargoes

EQUALLY as important as the size of the cargoes is their value. The total value of all commerce passing through the port in 1922 was $396,006,202. Of this, $354,778,349 represented domestic commerce, exclusive of Alaskan and Hawaiian commerce, and $35,701,936 foreign commerce. Of the domestic, $170,762,711 consisted of coastwise trade and $184,015,638 coast-to-coast. In other words, while only about one-seventh as large, from a tonnage standpoint, the coast-to-coast movement exceeded the coastwise movement from a value standpoint during 1922, whereas, in 1921, the coastwise movement was valued at in excess of $114,000,000, and the coast-to-coast movement at only $65,000,000. The total coast-to-coast movement during 1922 was valued at more than $4,000,000 in excess of the total domestic movement in 1921, both coastwise and coast-to-coast movement exceeding the combined movement of 1920, from a value standpoint, the coastwise commerce being valued at $9,400,000, and the coast-to-coast commerce at $21,800,000 in excess of the total 1920 domestic commerce.

From a value standpoint, the foreign trade approached nearest to a balance in 1922, with imports totaling $16,850,155 and exports $18,851,781. Coastwise trade was second with inbound cargoes valued at $87,358,534 and outbound cargoes valued at $83,404,177. There was little semblance of balance in the intercoastal business, from the standpoint of value, for the inbound commerce was valued at $159,188,283 and the outbound at $24,827,350.

It is necessary, in analyzing the business of the port, to divide it by character of commodities, as well as by classes of commerce. The two great commodities of lumber and petroleum are necessarily one-way commodities; lumber being principally an item of import and petroleum an item of export. Obviously, a balance of tonnage movement cannot be anticipated between these commodities or for the port, as a whole, when they are included.

However, after excluding the inbound lumber and outbound petroleum movement, it is found that the commerce of the port, while by no means equal, approaches nearer to a balance; for example, the inbound coastwise movement, exclusive of lumber, totaling approximately 296,000 tons, and the outbound coastwise movement, exclusive of petroleum, totaling approximately 135,000 tons.

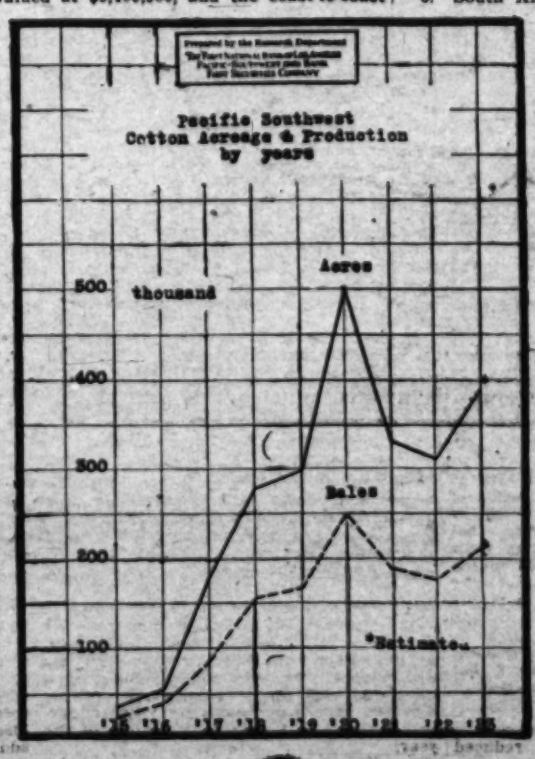
Foreign Trade

THE foreign commerce through Los Angeles Harbor increased from 642,021 tons, valued at $29,408,493 in 1921, to 976,800 tons, valued at $35,701,936 in 1922. Imports increased from 191,502 tons, valued at $12,005,020, to 240,307 tons, valued at $16,850,155. Exports increased from 450,519 tons, valued at $17,403,473, to 736,493 tons, valued at $18,851,781.

Geographical Areas

IN 1922 this trade was distributed among seven major geographical areas, which, in order of importance, were as follows:

1. Northwestern Europe.
2. Asia, Australasia and Oceania.
3. Japan.
4. Canada.
5. Mexico and Central America.
6. South America.
7. Mediterranean, Balkan countries and Africa.



The most interesting change in the foreign trade, during 1922, as compared with 1921, lies in the fact that the trade with Asia, Australasia and Oceania dropped from first place to second place in rank; that with Japan from second to third, that with Northwestern Europe from third to first. The relative change in the Asiatic trade is attributable both to a decrease in the export of oil well and other machinery destined for British India, of petroleum for New Zealand and of canned fish for the Philippines, and to the remarkable increase in exports to Northwestern Europe.

In spite of the decrease in exports to the Orient, there was a marked increase in imports, caused largely by large receipts of crude rubber from the Straits Settlements and oil seeds and dried eggs from China.

The commerce with Northwestern Europe amounted to only about one-fourth of the foreign trade of the harbor in 1921, as compared with in excess of one-third in 1922. This was due largely to the fact that exports to this section increased $4,000,000. Of this increase, approximately $3,000,000 was to Great Britain alone, in the form of canned fruits and honey. A 50-per-cent increase in raw-cotton shipments to Great Britain and a substantial borax trade also developed in 1922. In addition, both Belgium and France took important quantities of raw cotton.

Total trade with Canada also increased to some extent, an increase of about $1,000,000 being attributable to fuel oil and a doubling in citrus-fruit shipments. Mexico and Central America remained practically the same. Imports from this area increased a trifle, exports falling off. Exports to Mexico, in particular, showed a decrease of about 65 per cent under 1921, or from $1,500,000 to $560,000.

Total trade with South America remained about the same, exports falling off to one-third of 1921 figures. Exports of fuel oil to Chile decreased 80 per cent. A large decrease occurred in shipments of machinery and petroleum products to Colombia. Imports from South America showed a marked increase. This was largely due to an increase in shipments from Brazil of coffee, fertilizer and dried blood. Argentina showed a 50 per cent increase in dried blood shipments, as well as in other fertilizers. Shipments of nitrate of soda from Chile increased about five times over 1921. Colombia coffee shipments also contributed to the increase.

The Mediterranean and Balkan countries remained last in rank, and, as was the case in 1921, were relatively of little importance.

Although small in proportion to total domestic tonnage, the foreign trade came within 194,769 tons or 16.6 per cent of the total domestic general-cargo business, exclusive of lumber and petroleum and represented trade with sixty-four countries, amounting to more than $1,000,000 each in the case of eleven. Those countries with which trade exceeded $42,500,000 were in order of importance: England, Canada, Japan and China. The first eleven countries represented 80 per cent of the foreign trade from the standpoint of value. It is interesting to note that well in excess of 50 per cent of the total foreign trade of the port in 1922 was with the British Empire.

Commodities in Foreign Trade

SOME idea of the diversity of this trade may be gained from a casual study of the commodities involved. In the export trade are found such items as the various petroleum products, iron and steel manufactures, chemicals, raw cotton, canned fruits, oil-cake meals, clay, seeds, drugs, cement, confectionery, canned fish, automobiles, wearing apparel, citrus fruits, honey, beans and breadstuffs.

Among the lengthy list of imports are such articles as news print paper, wood pulp, fertilizer, silk, bamboo, earthenware, porcelain, linoleum, flax and hemp, manufactures, window plate and cylinder glass, pig iron, steel ingots, precious stones, crude rubber, copra, spices, coffee, tea, kapoc, sugar, cacao, wool, sheep hides, cigars, rugs, shellac, mica, cutlery, toys, paints and varnishes, nitrate of soda, lentils, olive oil, currants, cigarettes, etc.

To attempt to furnish data of the relative importance of items from a value standpoint, with reference to point of origin or destination, would prove tediously analytical. The data given should be sufficient, however, to establish an idea of the wide diversity of the foreign trade passing through Los Angeles Harbor, to indicate that it is steadily becoming of increasing importance to the business community of the Pacific-Southwest; and to illustrate the growing economic interdependence of various sections of the world.

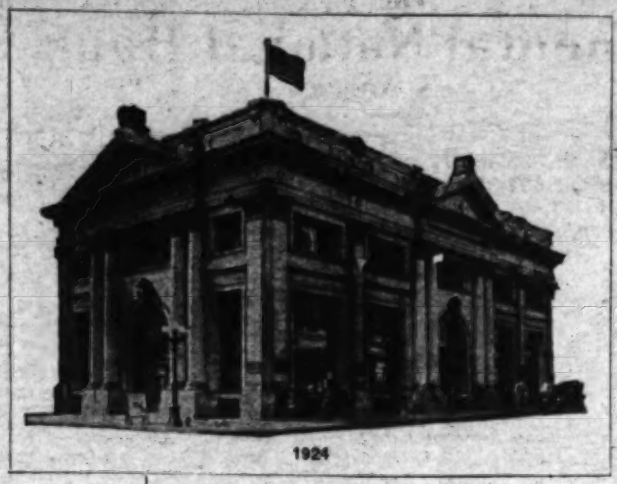
Domestic Commerce

BY STUDY of the accompanying graph, it is possible to determine those items which loom in the greatest bulk from a tonnage standpoint in the domestic trade. Because of the great preponderance of petroleum and lumber products, which account for 86.9 per cent of the domestic commerce, it has been found desirable to place these two commodities in separate classifications and to consider the balance of the trade after excluding these two preponderant items.

Petroleum Shipments

TO THOSE unacquainted with the economic situation with the Pacific-Southwest, it is only fair to explain that due to the rapid and enormous development of the new petroleum fields in the area contiguous to Los Angeles Harbor at Santa Fe Springs, Long Beach and Huntington Beach, it has been found necessary to export enormous quantities of petroleum, both because of the inability of local markets to consume either the crude or finished product and because of lack of storage space for the enormous production.

Within the year of 1922, Los Angeles Harbor became the greatest petroleum-exporting harbor of the world, due to the peculiar and possibly temporary local situation, there having been 6,004,534 tons of petroleum moved through the port during the year. Whether the enormous exports of petroleum and its products will continue


1924

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Use and Occupancy	***Surety Bonds***
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They represent the following old line, Board Companies:

HARTFORD FIRE INSURANCE CO. OF HARTFORD, CT.
(Assets: $67,159,350.62)
ROYAL INSURANCE COMPANY OF LIVERPOOL, ENGLAND.
(Assets: $21,253,689.04)
HOME INSURANCE COMPANY OF NEW YORK.
(Assets: $19,391,575.19)
GREAT AMERICAN INSURANCE CO. OF NEW YORK
(Assets: $45,333,495.22)
SAINT PAUL FIRE & MARINE INSURANCE CO. OF SAINT PAUL, MINN.
(Assets: $20,517,281.08)
YORKSHIRE INSURANCE COMPANY OF YORK, ENGLAND.
(Assets: $3,906,963.36)
UNION INSURANCE SOCIETY OF CANTON, CHINA.
(Assets: $8,459,145.95)
INSURANCE COMPANY OF STATE OF PENNSYLVANIA.
(Assets: $6,187,113.11)
HARTFORD ACCIDENT & INDEMNITY COMPANY OF HARTFORD, CT.
(Assets: $16,779,813.00)

Mr. Egbert Van Alen is also Secretary and Treasurer of the new Los Angeles Assurance Company, which is being organized with a Capital and Surplus of $2,000,000.00.

Wren & Van Alen, Inc., Maintain Offices at 501-505 Security Building, Los Angeles, Cal.

ECONOMIC PROGRESS OF THE PACIFIC-SOUTHWEST
(CONTINUED)

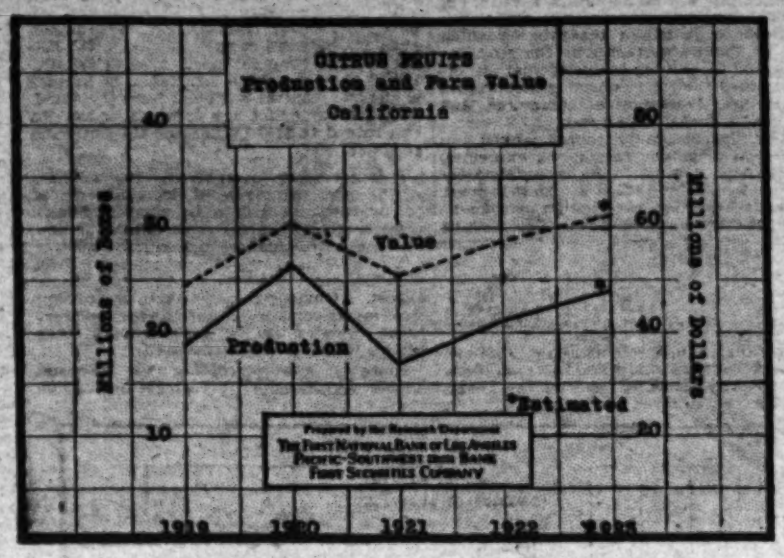
as these new fields reach a period of stable production is still problematic and is one of the serious problems facing the community in the development of its port to take care of the long-time requirements of the Pacific-Southwest.

Lumber looms large as it always has, because the heavy construction program existing in this territory calls for a very heavy importation of lumber and lumber products. Most of this lumber, which totaled 1,786,895 tons in the domestic trade, comes from the Pacific-Northwest where it is produced close to water and the cheaper ocean-freight rates and steady and enormous construction programs in Southern California have been factors which have made Los Angeles Harbor the largest lumber-importing harbor in the world.

General Cargo

BUT, in spite of these two items, the port is of sufficient importance in connection with other items of the domestic trade of the Pacific-Southwest to justify careful consideration of the general-cargo items. This is evidenced by the fact that such items totaled 1,171,569 tons in 1922, as compared with 534,378 tons in 1921. There is reason to believe that in 1923 this general-cargo trade will exceed 100,000 tons a month, or in excess of 3000 tons a day. That is equivalent to an average freight train of more than 100 cars a day.

Because of this, it has been found desirable to divide the items of general commerce into eight classifications, which, together with the tonnage involved in each classification and its per cent to the total of domestic commerce, exclusive of lumber and petroleum, is as follows:



	Tons	Per Cent of Domestic Tonnage (excl. of lbr. & petrm.)
1. Iron, steel and other metal products	402,531	34.5
2. General merchandise	252,590	21.4
3. Food products	241,275	20.6
4. Paper products	104,366	8.9
5. Hardware, machinery and electrical goods	103,901	8.8
6. Chemicals	40,867	3.5
7. Dry goods, clothing and textiles	19,594	1.6
8. Cotton, wool and vegetable fibers	6,497	0.5
	1,171,569	100.0

The item of general merchandise looms larger in the bulk than might be desired, but this is due both to the fact that there are a large number of miscellaneous items which can be classified only as general merchandise and to the fact that reports of the Los Angeles Harbor Commission do not give sufficient detail with regard to many items to permit the classification of some commodities which might otherwise appear in other places. However, the above data are probably sufficient to give an idea of the increasing tonnage which is passing through the Los Angeles Harbor and of its growing importance in the economic life of the Pacific-Southwest.

PETROLEUM

PROBABLY no one item has attracted more attention in the past several years than the petroleum industry of this territory. The development of the new oil fields in the Los Angeles Basin has attracted national and international attention and the enormous production of crude oil from these fields has tended to disrupt the petroleum markets of the world.

The growth of production has not been an unmixed blessing, neither has it been entirely a curse, but there can be no question but that the method of development of these new fields has been highly unscientific and that a major portion of the benefits which the community might have received from this enormous natural resource have been wasted for the sake of individual profit to oil promoters with corresponding definite loss to the community. Before discussing this phase of the situation, however, it is probably desirable to provide a picture of the developments which have actually taken place.

Growth in Production

PRIOR to 1918, the petroleum industry in the Los Angeles Basin was comparatively small, both from the standpoint of total production and in its relation to the productivity of the rest of the State of California. In 1917 this basin produced 19,714,000 barrels of crude petroleum out of a total production for the entire State of 97,268,000 barrels, approximately one-fifth of the State production coming from the Los Angeles area. This output was produced from the old Los Angeles-Salt Lake field, the Whittier field, the Coyote field, the Montebello field, the Richfield field and the Fullerton field. This production had been reached after a steady, although comparatively small, average annual increase since 1900 when the Los Angeles Basin produced 2,161,000 barrels and the State of California 4,320,000 barrels. However, the big developments during these eighteen years had taken place mostly in the San Joaquin Valley and Santa Maria district, etc., all some distance from the Los Angeles Basin, but practically all included in the Pacific-Southwest.

In 1918 the production in the Los Angeles Basin started to climb, amounting to 26,356,000 barrels out of a total State production of 101,638,000 barrels and increased gradually through 1919 and 1920 and 1921 until this district produced 35,642,000 barrels out of a State production of 114,850,000 barrels in the latter year. No small part of this increase was due to the discovery of the Huntington Beach field. Then, in 1921, the Long Beach and Santa Fe Springs fields were proven, with the result that in 1922 the Los Angeles Basin produced approximately half of the petroleum brought from the ground in the State of California, with a total production of 69,529,000 barrels, as compared with 139,717,000 for the State.

By the close of 1922, the situation had become serious and efforts were being made by leaders in the industry to find some method to curtail output for the sake of providing some stabilization of the industry. While these attempts have borne some fruits in the latter part of 1923, they have come very far short of reducing the total output, as evidenced by the fact that preliminary estimates indicate that the Los Angeles Basin will have produced 202,000,000 barrels of petroleum during 1923, out of a total State production of 256,000,000 barrels. In other words, the Los Angeles Basin produced 100 times as much petroleum during 1923 as it did during 1900 and this enormous production forced a curtailment in the other fields from approximately 80,000,000 barrels in 1921 to 54,000,000 barrels in 1923. This is the lowest production record in the other fields of the State in any year since 1909.

The daily production of crude petroleum in the Los Angeles Basin is now averaging double the production for the entire State in 1920. In fact, the State of California is now producing more than half of the total production of the entire United States during 1920. The Los Angeles Basin is producing in excess of 45 per cent of the total production of the country during that year.

Drilling Operations

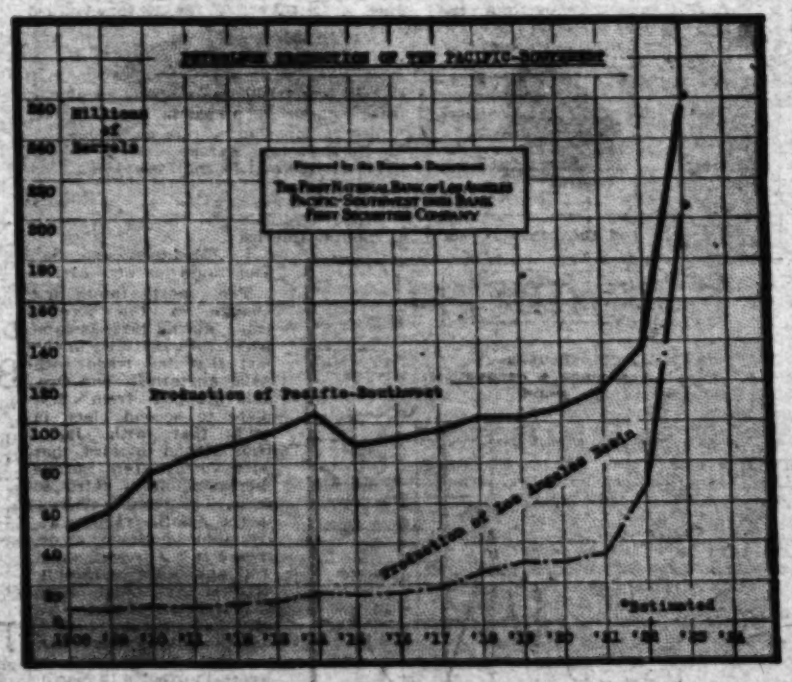
THE extent of drilling operations in this State during the past several years is illustrated by the fact that the average number of drilling wells in the State of California increased from 362 for the year 1918 to 403 for the year 1920, 536 for the year 1921, 605 for the year 1922 and 848 in June, 1923. The extent of concentration of drilling in the new Los Angeles fields is illustrated by the fact that during that month there were 122 active drilling wells in the Huntington Beach field, 205 in the Santa Fe Springs field and 265 in the Long Beach field, with eleven new rigs up in the Huntington Beach field, seventeen in the Santa Fe Springs field and twenty-eight in the Long Beach field, with fifty new wells completed in these three fields during that month, with an initial daily production of 138,000 barrels of petroleum.

The enormous increase in production in these new fields has necessarily reduced the number of producing wells in the older fields. This is evidenced by the fact that the number of active producing wells in the State of California has steadily decreased since 1921, this decrease being due almost entirely to the shutting in of wells in the older fields until such time as the peak production is past in the Los Angeles Basin.

The average number of producing wells in the State of California totaled 8210 in 1918, 8774 in 1919, 9299 in 1920, 9425 in 1921, 9410 in 1922 and 8847 in May of 1923 and 8859 in June of 1923. In other words, although there were seventy-nine new wells completed and brought into production in the State of California during June of 1923, there was only a net increase of twelve in producing wells, sixty-seven wells in the older producing districts having been shut down during that month.

The Marketing Problem

NECESSARILY this situation has created an enormous marketing problem in the industry. In spite of the fact that the price of gasoline in Los Angeles has dropped over 50 per cent since 1920 and that millions of barrels of petroleum products are being shipped out of Los Angeles Harbor weekly, the stored stocks for the State have increased from 29,611,625 barrels on January 31, 1920, to 72,637,147 on June 30, 1923. In fact, stored stocks in the State increased over 11,000,000 barrels during the first six months of 1923. In the State of California, at the latter date, over 55,000,000 barrels represented petroleum held in fields, pipe lines and tank farms, an increase of over 6,000,000 barrels or more than 1,000,000 barrels a month in the first six months of the year.



In order to give some idea of the enormous potential production of these new fields and the manner in which they have been drilled, it is only necessary to state that this unprecedented increase in output has come in spite of serious attempts on the part of leaders in the industry to curtail output during the latter half of 1923. Most of the wells which have been brought on production have been pinched to 50 per cent of capacity and there have often been as high as fifty new wells ready to bring onto production lying idle, awaiting an opportunity to secure a pipe-line connection—this in spite of the fact that millions upon millions of dollars have been invested in tank farms and pipe lines during the year, and that Los Angeles Harbor has become the largest petroleum-exporting port of the world, with every available tanker that can be secured anywhere loading petroleum at this port in a feverish attempt to relieve the congestion of stored stocks.

Some idea of what this has meant in the way of reduction in price for the crude product is evidenced by the fact that the Southern California price of 25 deg. gravity oil per barrel has dropped from a peak of $1.96 to 73 cents at the well, with many producers taking as much as 10 to 15 cents per barrel under the quoted market price simply to find some means of disposing of their products.

The Favorable Side

OFFSETTING this adverse side of the picture is the fact that the petroleum situation has brought millions upon millions of dollars of new capital to the Los Angeles Basin and has supplied employment to tens of thousands of people. The largest petroleum refinery in the world has been in process of erection during the year just north of Los Angeles Harbor. Refineries and storage tanks have sprung up at almost every point where they can be erected. An enormous impetus has been given to industry through demand for products going into the erection of refineries and into drilling operations, and also through the increasing demand for consumable goods created by the workers in this industry. This is about the limit of the favorable picture that can be drawn with regard to the present petroleum industry of this territory.

Wastage of Capital

THE opposite side of the picture is far from pleasing or encouraging. Accurate statistics are not easily available, but such figures as can be secured lead to the belief that it is conservative to estimate that at least $100,000,000 of capital has been wasted through the hectic development of these oil fields and that Southern California has frittered away natural resources which, if properly developed, would have been the source of providing many millions of profit to the community.

Not a few students of the situation now estimate that the total net result of the present development of these new fields will be a net loss to the community, because of the unprecedented wastage of capital funds in unscientific drilling operations. These operations have not only resulted in the direct wastage of millions of dollars but have also forced the needless expenditure of additional millions in the erection of facili-

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The
Continental National Bank
of Los Angeles

COMPARISON OF DEPOSITS

Dec. 31, 1918, $1,599,469.17 — Dec. 29, 1922, $4,863,198.98
Dec. 31, 1919, $2,602,928.11 — June 30, 1923, $5,669,273.97
Dec. 31, 1921, $3,857,762.81 — Sept. 14, 1923, $6,476,578.65

Total Resources Seven Millions

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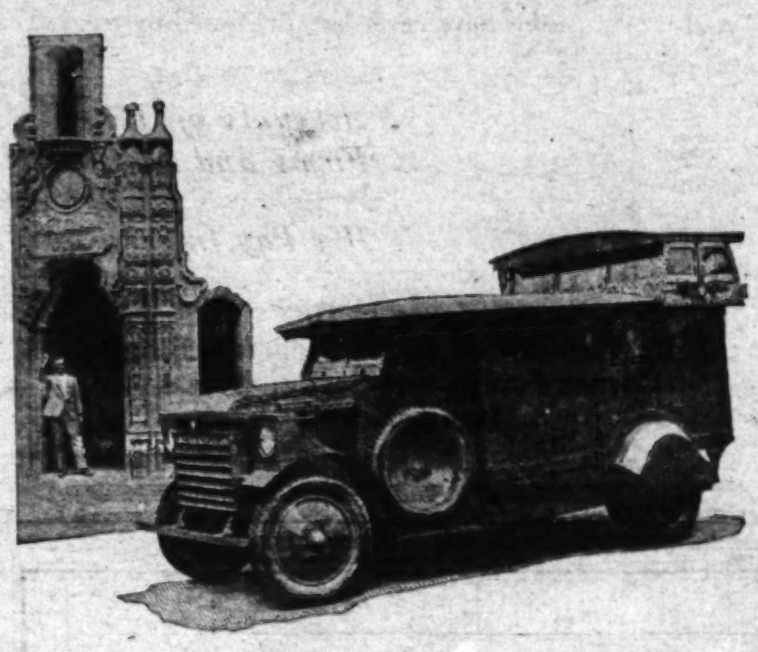


My Impressions of the Biltmore

By Henry K. Silversmith.

UNOBSTRUSIVE luxury and beauty is the dominant keynote of the Los Angeles Biltmore Hotel with its undisputed view of Pershing Square from Fifth and Olive streets. Being the latest edifice in the chain of Biltmore Hostelries, in equipment and design it takes rank with the world's best hotels. Erected at a cost of $8,500,000, the Biltmore in Los Angeles presents an exterior of the renaissance type, combining Italian, French and Spanish architecture, while the furnishings of the interior represent an expenditure equal to one-quarter of the construction cost. The Los Angeles Biltmore, which was opened to the public Monday morning, October 1, 1923, affords every comfort and luxury of the most exclusive private home. Incorporated into every nook and corner of the Biltmore are the values of home life.

The commodious lobby, ballroom, dining-rooms, grill and palm rooms are all done in marble, stone and plaster, decorated and appropriately hung with draperies. The lobby entrance on Olive street takes rank in splendor among the most magnificent in the world. Travertin stone walls are draped with tapestries warmed by the flood of bronze-fixtured lights, softened with shades of silk and special types of multicolored glass. The floor is of marble, covered with rugs, while the pilasters and huge, ornamental-capped columns are also of marble, reaching four stories in height to the decorated plaster cornices and ceiling. The furniture is executed in Spanish and Italian design. Everything in the scheme harmonizes.

Biltmore Hotel elevators are in two tiers, the front portion for passengers and the rear for baggage.

Off the lobby is the lounge, elaborately furnished and with vaulted and decorated ceiling. On the same ground-floor level is the grill room, wainscoted in chestnut-finished oak. The center part of the floor is of maple, especially prepared for dancing. Around the sides is a two-foot elevation, furnished with tables and chairs and from which may be had an unobstructed view of the entire dance floor.

On the southerly side of the building is a ramp of concrete construction leading up from Olive street to a large marquise at the center, and then continues on downgrade to Grand avenue. The marquise is on one end of a large gallery crossing the entire width of the hotel to the Fifth-street side. The gallery is two stories in height and the walls are hung with many-colored tapestries reaching up to an exquisitely decorated ceiling. Furniture specially designed in Spanish and Italian design is appropriately arranged on the heavily carpeted floor. Ceiling and wall lights are artistically arranged.

Off from the gallery are the checkroom, reception room, ladies' room and the private dining-room with its own reception hall. The Biltmore is provided with twenty private dining-rooms. Off the gallery, also, is the large music room with its massive stone fireplace and walls of travertin stone and wainscoting of chestnut-colored oak. The ladies' room is molded and painted, with tapestries at the windows, and the furniture is of a modified eighteenth-century English pattern, covered in damask and brocade stripes.

On the gallery floor also are the ballroom and palm and supper rooms, together with the main dining-room. The ballroom's foyer is large enough to be used for dancing. Specially designed and laid-out floors of maple are provided for dancing. The walls are of marble, stone and plaster, decorated with draperies. A gallery runs around the four sides. The palm room is also of marble, stone and plaster, with a conservatory effect in decorations, embellished with plant and floor boxes.

Just beyond the palm room is the supper room, also done in marble, stone and plaster. Damask hangings grace the walls and the floor is richly carpeted. All dining-rooms are three floors in height. Arrangements for dancing are provided.

Above the gallery floor are the managers' offices, ladies' hairdressing rooms and private dining-rooms with their private reception halls.

Floors are arranged in single and connecting bedrooms and in suites, comprising salons, dining-rooms and bedrooms, arranged to permit linking up as many rooms as desired. There are twenty-seven suites and all may be shut off from the main corridors, making an exclusive corridor to accommodate all rooms in the suite.

Altogether in the Los Angeles Biltmore there are 1112 bedrooms, all with baths. The same elaborate furnishings prevail as in all other departments of the Biltmore. The ventilating system installed in the hostelry is one of the most extensive.

The location of the Los Angeles Biltmore is in the center of the city, close to banks, theaters, business blocks, railway terminals and all main avenues of traffic.

A splendid theater, which will be operated in conjunction with the Biltmore, is being erected at Fifth street and Grand avenue, at a cost of $1,000,000.

The Los Angeles Biltmore possesses only outside rooms, as a result of the architects, Schultze & Weaver, having adapted their plans to the climate of Los Angeles.

VAULT ON WHEELS TO DEFY ATTACKS OF BANDITS

PAY-ROLL robberies and attacks against bank messengers will soon become the least profitable of underworld occupations with the appearance in Los Angeles of an armored, bullet-proof car, which has been built for the Heilman Commercial Trust and Savings Bank. This car is the most formidable of its kind ever constructed in this city. It was designed under the direction of Irving H. Heilman, vice-president of the Heilman Bank, and is declared by its makers to be absolutely impregnable to attack by either pay-roll bandits or armed mobs. Mr. Heilman applied to a large extent the engineering knowledge gained through tank construction in the World War.

The car, which has gone into immediate service in connection with the bank's operations with its customers at its various branches, is absolutely unique in design and construction. The body, which has been constructed on a specially built chassis, is formed of riveted plates of armor steel, one-fourth inch in thickness.

NONSHATTERABLE GLASS

The glass used in its construction is of special United States government tested, bullet-proof, nonshatterable type, an inch thick. There are three compartments in the car, the front being for the driver and attendant, while the middle compartment is for the cargo of money or securities, and the rear for the guard.

Door controls and emergency gas shut-off and brake lever are located in the guard's compartment in the rear, so that the car cannot be entered, driven or towed without the guard's consent. From a bullet-proof turret at the top of the rear compartment, the guard commands approach from every angle without exposing himself to fire, so that, if necessary, he could successfully resist an attack by an armed mob.

BODY BUILT IN L. A.

When the car is stopping to make a delivery of its valuables, the driver and attendant are completely protected by the guard as they carry their cargo to and from the car. The total weight of the car is approximately 5000 pounds. The wheels of the car are of disk type and are protected by a sheathing of steel armor. The lamps also are encased in a steel protection. The body of the car was built by the Robert Thompson Company of Los Angeles.

The purpose of the Heilman Bank in acquiring a car of this special armored type is to provide protection for the valuables of its customers in transit, and as far as possible to eliminate the hazard of robbery in handling pay rolls, large cash deposits and securities. The directors of the institution voted unanimously to put this car in service following the recent attack by bandits on a messenger of a local bank, who was robbed of cash and securities in excess of half a million dollars.

ECONOMIC PROGRESS
PACIFIC-SOUTHWEST
(CONTINUED)

ties to handle the enormous production and have at the same time decreased the price for crude petroleum by over 50 per cent.

A peculiar phase of this development has been the gullibility of a large portion of the population which has invested funds which it could not afford to lose in speculation in drilling operations which, to say the least, have been poorly conceived and poorly managed, provided it is assumed that some have not been actually fraudulent. Many of these syndicates, instead of returning large profits, have actually failed to provide any evidence that they are ever going to be able to pay back the capital invested, let alone any profits.

This situation has been caused by two factors. The usual run of unscrupulous promoters, who always follow an oil boom, have been in evidence in this territory and have taken their usual toll. In spite of the losses resulting from such operations, their activities have not proved as serious as the overdrilling in proven territory.

Town-Lot Drilling

NO SMALL part of these new fields had been subdivided into small lots before oil was discovered. The result has been that wells have been jammed together; in some cases there being several producing wells on one acre of ground. In the Long Beach field, there are places where derricks of competing companies almost touch each other. Normally, one oil well is sufficient to secure all of the petroleum that can be procured from a five-acre tract. In other words, in those cases where there has been one well drilled to the acre, the total cost of four of the wells have represented an absolute loss of capital to the Pacific-Southwest, although the individual wells may each have produced a profit. Of course, there has been several times as much petroleum produced by the five wells within the limits of the present life of the field as would have been produced by one well, but this has merely tended to reduce the life of the field and to reduce the total net returns which the producers would have received had there been orderly production.

Future of the Industry

IT IS somewhat difficult to estimate just when order will be re-established in the petroleum industry. In spite of the present excess production, wildcatting in probable new fields is being carried on at the present moment. The Torrance field has been brought in within the year and there are some indications that there will be other fields brought under production in the Los Angeles Basin in the comparatively near future. If this should happen and these fields should prove to be potential large producers, they will simply postpone the date of re-establishment of a normal situation in the petroleum industry.

In the early part of 1923, prediction was being made that the peak of production in the present fields would be passed in September, but later developments brought out the fact that there was no slackening in the potential production of these fields, there still being any number of wells which could not secure pipe-line connections in September and which were consequently being held off production.

Owners and producers cannot be blamed entirely for their hectic activity, because an oil well is no respecter of land titles and, if permitted to do so, might drain neighboring land where wells are drilled too closely. Consequently, it has been necessary for producers to continue to bring out their oil even at a loss rather than to lose it entirely to competitors. The large number of wells and separate ownerships in the fields has made it almost impossible to get all producers to agree to curtail, with the result that those who have curtailed have suffered losses in favor of those who have not been willing to play the game, and those wells which have been held off awaiting pipe-line connections can be expected to produce as much as possible as soon as they can secure connections in order to prevent continued loss of their oil to other producers.

But even with the passage of peak production, no immediate solution of the problem can be expected. So long as these fields continue to produce more petroleum than the normal production of all of the fields of California in 1920, they will act as a disrupting factor in the market. Even if their production is cut in half, which would mean to about one-fourth of the present capacity of many wells because a great number of them are beamed down to half of their capacity, they would still be producing an enormous amount of oil and even if their production were to be entirely stopped it would take some period of time to work off the enormous excess supplies of stored stocks which has been created during that period of flush production. Under these circumstances, the petroleum industry can be expected to remain in an unbalanced position for some time to come, possibly for several years.

Investment in units of producing oil concerns other than stock of the old-established big five of California can be expected to remain highly speculative and the refining situation to remain far from easy. Of course, it may be expected that drilling operations and production in these new fields will drop materially and that some portion of the employment, which has been given by the new oil fields during the past two years, will gradually disappear. This may create some problems with regard to the general prosperity of the Pacific-Southwest, but it is safe to assume that the diversification of resources of this territory is sufficient to prevent any depression arising out of the oil situation, although there may be some slowing up in the expansion of economic activities.

FINANCIAL

THE investment market of the Pacific-Southwest has been subject to the same tendencies which have existed throughout the United States during 1923. There has been an attitude of caution adopted by the seasoned investor who has been somewhat hesitant in making purchases, due to the unsettled economic condition of the world. Locally, there has also been a good deal of money withdrawn from the investment market for use in the real estate market, and it may be expected that, so long as realty prices continue to expand, this money will remain out of the investment market.

In some quarters, there has been a tendency to claim that the money going into oil speculation has adversely affected the investment market. Careful analysis would appear to indicate that this item has not been a material factor because the oil-unft propositions have tended to appeal mostly to the people of small means who are speculating with their small savings, rather than to those who are normally active in the investment market.

In spite of these things, the investment situation has been comparatively satisfactory throughout the year. New issues, based upon productive enterprises within the Pacific-Southwest, have met favorable response, prices have held fairly steady throughout the year and there has been definite progress made in the tendency to develop a Pacific-Southwest market for Pacific-Southwest securities.

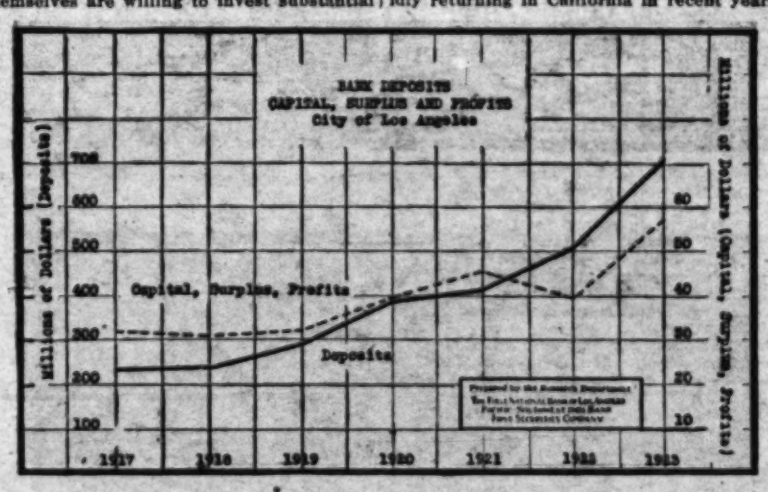
Local Financial Independence

UNTIL recent years, the Pacific-Southwest was accustomed to look to the eastern financial centers for capital funds with which to prosecute developments. There were no underwriting houses of any particular importance which were strictly local. However, there were vast supplies of capital accumulations in the Pacific-Southwest which were constantly seeking employment in the investment market. Most of them went into investments in eastern securities sold by local sales offices of eastern investment houses. This created a rather serious situation through the fact that the Pacific-Southwest was providing an excellent market for eastern securities and was having to go out of its own territory to secure capital for its own developments in spite of the fact that local securities paid a somewhat higher rate of interest and provided as great security for principle and income as those from the older, more established communities, such higher interest rates being due almost exclusively to the comparative newness of this district. It is particularly interesting to note that the developments of the past few years have had a tendency to reduce the interest rates on local securities as the country is coming to recognize the stability of this district.

The situation above mentioned has been materially changed in the past several years through the organization of local underwriting houses, the principal ones of which are closely affiliated with the leading banking organizations of the Pacific-Southwest. It is the purpose of these organizations to underwrite the securities of existing going concerns within the Pacific-Southwest and to tap the supplies of investment capital in this territory for the benefit of local producers, thereby making this district financially independent of outside centers. This tendency has continued throughout 1923, with beneficial results for all concerned and gives promise of continuing and growing during the next several years.

Financing New Enterprises

IN ADDITION to this, certain leading dealers in this community have taken upon themselves the local financing of proposed new local concerns when analysis has proved that the business has a legitimate prospect of success and when the promoters themselves are willing to invest substantial sums in their industry themselves, and secure the co-operation of leading business interests in the community.



In addition to the regular financing of utilities, industrials, etc., there has been a tendency for a large number of so-called mortgage companies to spring up during the year. These companies have limited their activities largely to the sale of mortgage bonds on new buildings, mostly of the apartment-house type which are being erected in Los Angeles and its immediate vicinity. To a certain extent, they have been called into being by the fact that the banking organizations and existing underwriting houses have been inclined to follow a policy of conservative valuations on realty and construction programs in the underwriting of issues, and builders have felt the requirement for higher borrowing limits than can be secured from such organizations.

Upon the whole, it may be said that the general investment market within this territory has been better than might have been anticipated, in view of the general market for the country, as a whole, and the diversion of funds to real estate and oil speculation. The most important item in the investment market has been the material progress in the development of the use of Pacific-Southwest capital for Pacific-Southwest industry.

Banking

CALIFORNIA has occupied the center of the stage in the banking world of the United States during the past several years, due, in large measure, to the development of new banking principles and the new theories which have been of sufficient importance to attract nation-wide attention and discussion.

Analysis would indicate that there are two major principles of banking in operation in California today; the first of these being that of independent local banking, which has been the principal form of banking in the United States since the time of the Civil War; the second being branch banking which was abandoned in the United States at the time of the Civil War, due to the creation of a new type of banking structure out of line with that of other countries as a war measure, and which has been rapidly returning in California in recent years.

However, the line of demarcation is not as simple as this, for, with the development of branch banking, have come several very divergent conceptions of its place in the banking field, both from the standpoint of territory served and from the standpoint of methods employed and principles of operation.

Types of Branch Banking

AS FAR as the geographical division of branch banking is concerned, there are four types in operation in the State of California today; one of these being branch banking limited to a single city with a group of offices spread throughout that city; one being banking limited to a single county with the central office in the county seat and branches within the county seat and within various other cities of the county; the third being that of territorial branch banking with the central office located in the central city of the territory and branches in strategic communities within the economic territory—in other words, branch banking limited to an economic area rather than to any particular political subdivision; and the fourth principle being that of the establishment of branches wherever possible throughout the entire State, without reference to economic areas.

There are also several very distinct methods of operation employed by these various branch-banking organizations. Some of them have developed highly centralized systems whereby all matters of policy, all loans of any size, and, in fact, the entire operation of the organization is handled from the head office with the branches primarily depositing stations. Others have adopted a policy of local autonomy with the branches in each community having full control of their local situation, including the management, making of loans, etc., and with the system organization being maintained primarily for the more efficient use of credit within the territory concerned and the advantages which arise from co-ordination of resources and the development of a fluid territorial capital and credit reserve, thereby permitting maximum efficiency in the use of the credit resources of the district. Others have followed a middle course between these two policies.

Co-operation

AS AN example of the present situation, during the fore part of 1923, a conference was held between representatives of the independent banking organizations and the branch banks in which amicable arrangement was concluded to the satisfaction of practically all parties. This arrangement provided that any future branch-banking organizations would not establish more than one branch in cities outside of their head office city; that they would not establish any branches in these outside communities except through the purchase of an existing bank which had been in operation at least three years, except with the approval of existing local banks, thereby preventing any possibility of the establishment of new branches for the purpose of forcing independent banking organizations into the fold or of taking business away from it. The agreement also provided that, in the publishing of resources, the branch-banking organization would publish their local resource figures in each community alongside of their total figures for their system.

In fact, the line of demarcation between the various banking organizations operating branches has been rather definitely established and the Pacific-Southwest Trust and Savings Bank has adopted the term Intercommunity Banking, instead of branch banking, as better expressing its form of organization because this bank maintains full local control of the local situation by its operating officers in the various communities.

There can be no question but that branch banking, with proper organization and proper conception of the policy of the bank in the community, has proved efficacious in California and that it has had community support. This is evidenced by the fact that, while there are only a small minority of the number of banks in California which are operating branch-banking systems in excess of $1,750,000 of the banking resources in the State of California, or in excess of 60 per cent of the total, are held by branch-banking organizations and their affiliates.

Expanding Resources

AS IS natural in a period of prosperity, the banking resources of the Pacific-Southwest have continued to expand throughout 1923. Deposits of all kinds have increased and give promise of continuing to increase. For example, the deposits of Los Angeles banks totaled $764,000,000 on July 1, 1923, as compared with $539,000,000 on

Los Angeles Inner Harbor from the Air

SHOWING FISH HARBOR AT RIGHT AND SOUTHERN PACIFIC SLIP IN FOREGROUND

The
John M. C. Marble Co.

Metropolitan 1535 —— TELEPHONES —— Metropolitan 1536

First Mortgages on Choice California Real Estate—Suitable for Trust Funds and Private Investors

OLDEST HOUSE IN SOUTHERN CALIFORNIA DEALING IN REAL ESTATE FIRST MORTGAGES EXCLUSIVELY

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Our organization is equipped to render complete and accurate service to investors

GOVERNMENT
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MAIN OFFICE SIXTH & SPRING PHONE 871-731 — MEMBER FEDERAL RESERVE RESOURCES $40,000,000 — BRANCH OFFICES SEVENTH & HOOVER, MAIN & WASHINGTON

Is This Broad Enough?

WHETHER you came to Los Angeles for business or for pleasure you will find here at 734 South Spring St. a *Banking Service* that meets your fullest requirements.

Backed by a spirit of friendly willingness our facilities are rendered to you in such a way that they permit you to realize the utmost from either pleasure or business undertakings.

THE NATIONAL CITY BANK *of* LOS ANGELES

MALCOLM CROWE, *President*
Temporary Location, 734 South Spring Street
Capital, $1,000,000.00. Surplus and Undivided Profits, $150,000.00.

This Bank Opened for Business, July 14, 1923.
Resources at Time of Comptroller Call, Two Months Later
$5,037,595.85.

ECONOMIC PROGRESS
PACIFIC-SOUTHWEST
(CONTINUED)

some cases there being several producing wells on one acre of ground. In the Long Beach field, there are places where derricks of competing companies almost touch each other. Normally, one oil well is sufficient to secure all of the petroleum that can be procured from a five-acre tract. In other words, in those cases where there has been one well drilled to the acre, the total cost of four of the wells have represented an abso-

lute to handle the enormous production and have at the same time decreased the price for crude petroleum 50 per cent.

A peculiar phase of this development has

re-establishment of a normal situation in the petroleum industry.

In the early part of 1923, prediction was being made that the peak of production in the present fields would be passed in September, but later developments brought out the fact that there was no slackening in the potential production of these fields, there still being any number of wells which could not secure rights-of-way connections in Santa

California in 1920, they will act as a dis-rupting factor in the market. Even if their production is cut in half, which would mean to about one-fourth of the present capacity of many wells because a great number of them are beamed down to half of their capacity, they would still be producing an enormous amount of oil and even if their production were to be entirely stopped it

Los Angeles Inner Harbor from the Air

SHOWING FISH HARBOR AT RIGHT AND SOUTHERN PACIFIC SLIP IN FOREGROUND

(Photo by Cross)

ECONOMIC PROGRESS OF THE PACIFIC-SOUTHWEST
(CONTINUED)

July 1, 1922. Of this increase, approximately one-half represented an increase in deposits through the unification of former independent banks in contiguous communities with banks maintaining branches or intercommunity-banking service. However, the major portion of these mergers were completed between July 1 and December 31, 1922, at which latter date the bank deposits of Los Angeles banks totaled $661,000,000, so that the total deposits in Los Angeles banks increased approximately $100,000,000 during the first six months of 1923. These deposits are now three and one-half times what they were on July 1, 1919, when they totaled $310,000,000.

A reflection of the increase in banking business in the Pacific-Southwest may be secured by a comparison of bank clearings during the past several years. During 1923, the monthly bank clearings in Los Angeles have averaged in excess of $550,000,000. Estimates indicate that in 1923 they will total in excess of $7,000,000,000, as compared with $5,152,000,000 in 1922; $4,211,000,000 in 1921; $3,994,000,000 in 1920, and $2,339,000,000 in 1919. In other words, 1923 clearings are materially in excess of double those of 1919.

Prior to 1917, total daily Los Angeles bank clearings had never exceeded $1,300,000, and 1917 exceeded $1,500,000,000 by only $2,000,000, and 1918 by only $47,000,000. In fact,

BOWL, L.A. AQUEDUCT ...

the monthly clearings in Los Angeles are now exceeding the total annual clearings of any year prior to 1908. The monthly clearings now exceed the combined total clearings for the city between September, 1857, when the clearing-house was organized, and January of 1898, a period of in excess of eleven years. The monthly clearings are also exceeding the combined annual clearings of the fifteenth century.

ings of 1902 and 1903, and the total annual clearings of 1906. They are now exceeding the combined quarterly clearings of any three months prior to the last half of 1919.

In Conclusion

THIS, in brief, is the story of the economic trend of the Pacific-Southwest during 1923. It is a story of the visions of dreamers being brought into the practical reality of progress and prosperity. It is a story of a territory whose resources are so diversified and whose courage is so great that, even in the face of very serious items of concern, it has been able to continue its forward march and to come much nearer its goal as a great independent, coordinated and unified producing and consuming economic empire.

It has been impossible, in this analysis, to give any consideration to items other than those affecting the economic progress of this territory, but the developments in the worlds of art and literature and the various aesthetic phases of life have kept pace with the economic progress of this district, as men have been able to wrest sufficient resources from Nature to permit the development of this side of life.

It may be something of a dream, but the economic situation of the Pacific-Southwest, and particularly of Los Angeles and Los Angeles Harbor, is a close parallel to the situation of Venice in the fifteenth century and the developments which are now taking place are closely similar to those which made Venice the capital of the commercial and industrial, as well as the aesthetic world, of the fifteenth century.

Is it too much to dream that, with the resources which Nature has lavished upon the Pacific-Southwest, and with the virile men and the visions of potentialities and the driving force of the people of this district that the Pacific-Southwest will come to mean to the world of the twentieth century what Venice meant to the Mediterranean of

AN OLD HAWAIIAN LEGEND

BY RUTH STACKER

"NANA! Nana! Nana ka Pele. . . .
Auwe! Auwe ka pilikia!"

The Hawaiian's wail lifted above the chatter of tourists at the crater rim of Halemaumau. We turned aside from the fire and followed his pointing finger to a wraith of rising steam. Surely it needed no great imagination to see the perfect cloud-form of a woman, the Wahine Kapu, the woman apart, Pele of the Fire Pit. . . . her face, her arms, uplifting gracefully; her trailing robe.

"Look! Look! Look at Pele. . . . Mercy on us! Oh, there is trouble!"

The native hurried from the pit across the waste of dead lava, his chant mingling with the roar of the fire until the wind swept it away.

Only the superstition of a Hawaiian. Strange how they cling to the old legends!

Then some one cast a wreath of red lehua, the rain flower, into the fire. We lingered a little in the moonlight and departed as the hour called us home.

The moon has circled the globe just once. There is no fire in Halemaumau. The pit is 500 feet deep, black and sinister, a house without lights.

Down in Puna, between two extinct craters, there are a hundred new earthquake cracks, new fissures hot with Pele's breath, the sky dark with cloud wrack, spread on the table lands the frothing evidence of a fresh flow.

Pele has gone a journey to Puna, perhaps to visit Hiaka her sister, goddess of the rain, caretaker of the lehua, the crimson rain flower; perhaps to meet with Lohiau her lover, as she did a thousand thousand years ago.

Five nights and five days she would spend in Puna, the Hawaiians tell. Then a long, slow journey back again.

An avalanche into the crater in the early morning. Volumes of brown dust hurtling high into the heavens. A rainbow overarches the pit. It is the fourth morning.

"Pele is coming back," the Hawaiian whispers.

On the floor of Halemaumau, between the heartplates of Pele, there are faint glimmerings of fire. Maybe three and very small.

Only the superstition of a Hawaiian. Strange how they cling to the old legends!

Overcoming an Obstacle

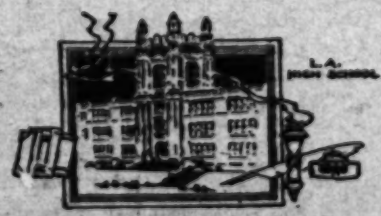
Schools in which children whose hearing is impaired are taught by specially trained teachers, are one of the interesting divisions of Los Angeles' educational institutions. Pupils trained teachers are one of the interesting children who have been dulled of hearing have precisely the same training as the more fortunate, with the addition of being taught lip-reading and ways in which they may advance in spite of their infirmities.

Night Schools for Everybody

The largest night school in the world is held every evening in Los Angeles, where not only young folk who have to work by day are taught and trained, but their parents may attend also. Foreigners are taught English, and American customs; housewives may learn cooking, sewing or other home arts. Grown-ups may learn trades, or perfect themselves in old ones, and opportunity exists for everybody to get, under experts, the learning he craves.

Boys Build Own Schools

Bungalow schoolhouses designed, built and occupied by schoolboys are common in Southern California, where the lads are taught the theory and practice of building.



Advertisements—Business Announcements, Enterprises, Real Estate, Commerce.

[Under this general heading appear on this and succeeding pages of the Midwinter Number various authorized business announcements, together with descriptions of industrial and building enterprises, the nature and responsibility for which are shown in the notices themselves.]

WASHINGTON BUILDING

Third and Spring

Modern 13-Story Fireproof Office Building

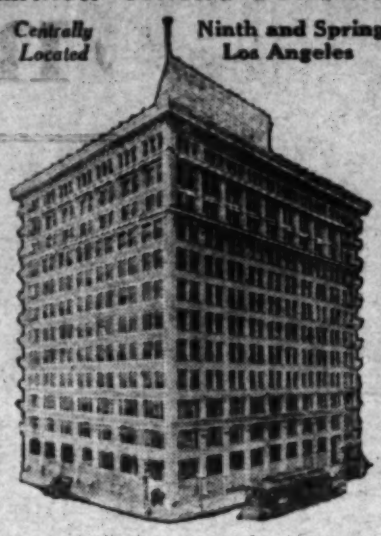
Catering to high class Attorneys and Manufacturers' Agents

Three blocks from new Civic Center

Campbell-Joralmon Co
(Agents)
400 Washington Bldg.
Phone 875-261

MARSH-STRONG BUILDING

Centrally Located — Ninth and Spring Los Angeles



Nineteen Years of Knowing How

To know one subject and know it thoroughly—to perform one kind of service and perform it unusually well—such has been the aim of Elliott & Horne Company since it began nineteen years ago, specializing in

Street Improvement Bonds
of California Cities
Yielding 7%

Embodying as they do the three strong advantages of high yield, unquestioned safety and tax exemption—these bonds constitute one of the most attractive investments on the market today.

Call or write for explanatory booklet No. 10-A

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Stock Exchange Bldg.
639 South Spring St. — 878-480
Bond Dealers Since 1904

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RESOURCES
OVER ONE MILLION DOLLARS

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GENERAL INSURANCE

Room 505 Herman W. Hellman Bldg.
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ZELLERBACH PAPER COMPANY

The Los Angeles branch of the Zellerbach Paper Company continued its success of former years last year by holding and increasing its business on quality of product and prompt attention to all commissions for paper and stationery supplies.

Located at 220 South Los Angeles street, the local institution is one of a dozen branch establishments of the company on the Pacific Coast. The Zellerbach Paper Company is one of the leading concerns of its character in the United States.

The division's activities are directed by General Manager J. Y. Baruh.

Engineering Service Co.

CONSULTING ENGINEERS
SURVEYORS
ARCHITECTURAL ENGINEERS

Washington Building
Los Angeles

LOOK FOR THE CIRCLE

Best of Service — SAVOY AUTO PARK — *Finest of Courtesy*

AND GARAGE

ALL OVER LOS ANGELES

ANDREW PANSINI, Prop.

CAN I HELP YOU?

Are you worried over business or family affairs, then let some of my fifty scientific men and women detectives help you by shadowing on foot or in automobile, or testing the honesty and efficiency of your employees, thereby helping to make better men and women for tomorrow.

Reduce crime with crime prevention! Write and tell me your troubles today and I will not only save you money and worry, but will implant sunshine and happiness as a result, proving that CRIME DOESN'T PAY.

Nicholas Harris, Chief, NICK HARRIS DETECTIVES. Offices, 900 Pantages Bldg., Los Angeles; also San Diego, Pasadena, Hollywood, San Pedro, Santa Ana and Long Beach.

GOLDEN STATE HOSPITAL

SERVICE DOCTORS—FRENCH *and* EARLY
411-427 Towne Avenue, Los Angeles, California.

An Institution Specializing in Industrial Injury Service

MORE THAN ONE SCORE DEPARTMENTS, INCLUDING ALL PHASES OF DIAGNOSTICS, THERAPEUTICS AND REHABILITATION.

Branch Service Stations in all Industrial Districts

Prompt Ambulance Service to Any Point in Southern California

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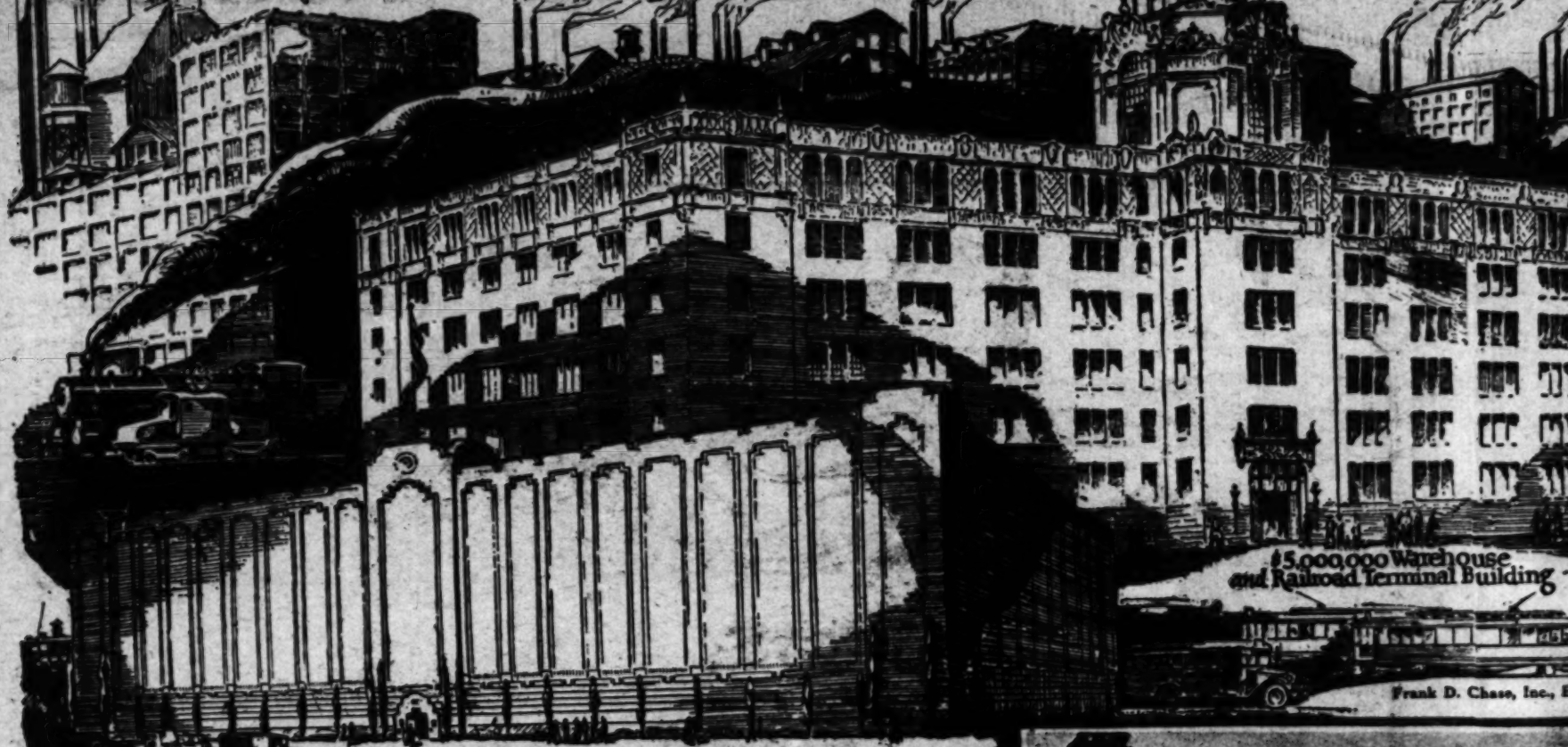
24 HOUR SERVICE AT ALL SERVICE STATIONS

Telephone 878-231

CENTRAL MANUFAC



$2,000,000 Ice and Cold Storage Plant

Administration Building, Los Angeles Union Stock Yards

The Southwest Lumber and Supply Company Materials Yard of the CMD and surrounding Territory

THE Central Manufacturing District of Los Angeles offers to the manufacturer complete industrial service, carried out according to a scientific, co-operative plan. The services which have made for the outstanding success achieved by the Central Manufacturing District of Chicago will be duplicated here.

We are proud of our Chicago operations, embracing the Union Stockyards, handling millions of dollars worth of live-stock a day, and the Central Manufacturing District, embracing 243 nationally and internationally known industries; with more than $50,000,000 worth of buildings. Each is the greatest of its kind in the world. As an evidence of our faith in the industrial future of Los Angeles and our decision to duplicate in every possible way here our Chicago success, we purchased the 300-acre tract now under development.

The Union Stockyards, our first big industrial enterprise here, is now handling over $1,250,000 of live stock monthly, furnishing more than half of the meat supply of Los Angeles and its business is rapidly increasing. Co-operation with the live-stock producer to foster and promote the industry and build up the great back country is the avowed purpose of the Stockyards organization.

Maintenance of all facilities and general supervision of industrial operations is the permanent duty of the Central Manufacturing District, Inc.

The Los Angeles Junction Rail
industries, affording direct connection
through Los Angeles rates. Compl
with the city and all routes are also

The first unit of the $5,000,000
manufacturers' building is completed.
er this building offers excellent loft
For the storing and handling of goo
warehouse offers the most modern fa

CENTRAL MANUFACTU

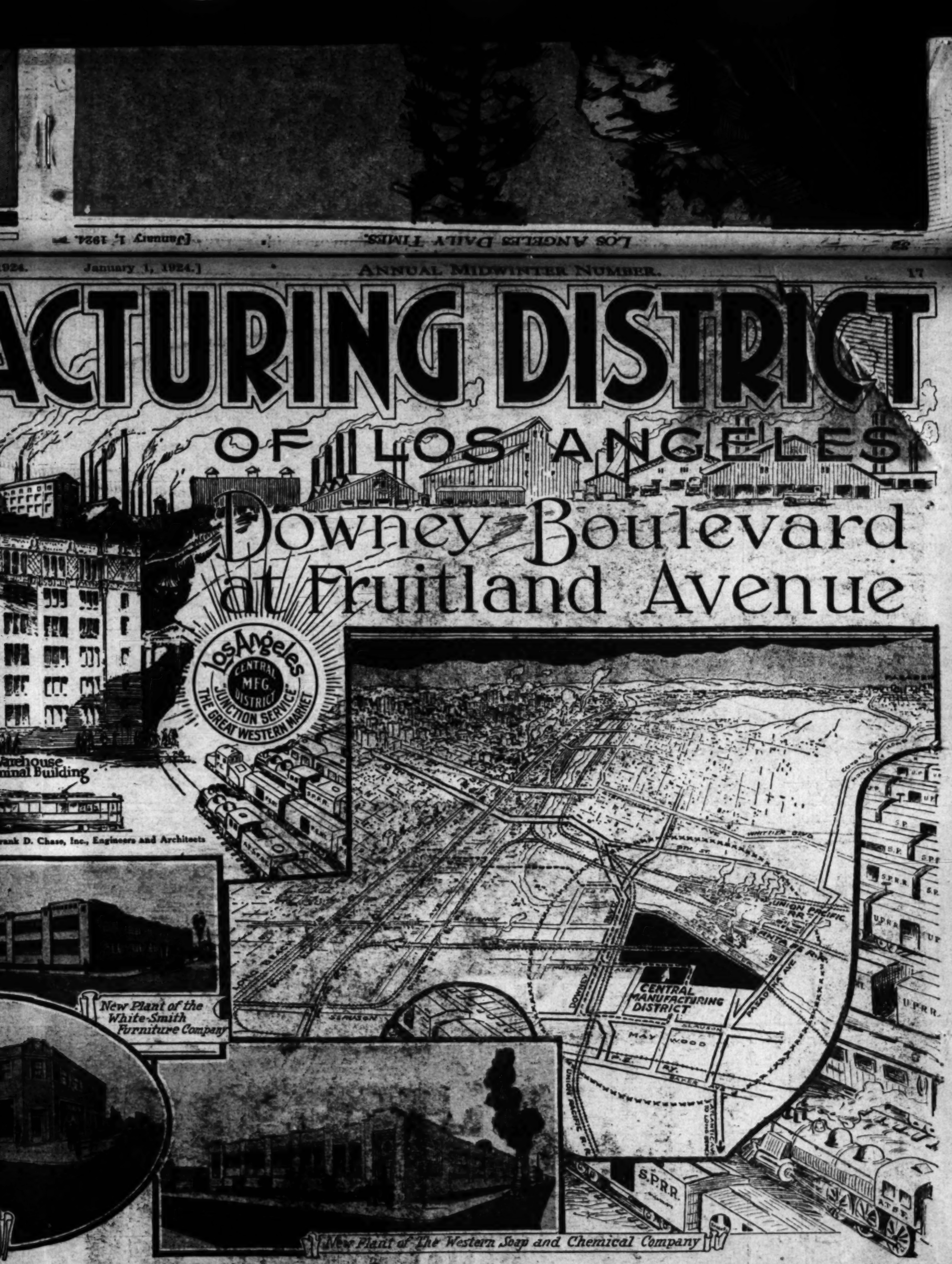
J. A. SPOOR, *Chairman of Board.* H. E. PORONTO, *President.* A. G. LEONARD

Executive Offices, 1305 First National Bank Building, Chicago. 523

ACTURING DISTRICT

OF LOS ANGELES

Downey Boulevard at Fruitland Avenue



New Plant of the White-Smith Furniture Company

New Plant of The Western Soap and Chemical Company

eles Junction Railway will serve all District direct connection with all railroads at the les rates. Complete trucking arrangements all routes are also being provided.

of the $5,000,000.00 railroad terminal and ding is completed. To the small manufactur- ers excellent loft space at a modest rental. d handling of goods, in any quantity, this e most modern facilities.

The first units of the Federal Refrigerating Co. are completed. This will be the largest Cold Storage and Ice making plant west of Kansas City—a fifteen-acre, $2,000,000.00 industry, one of the most modern and complete in America. Plants of the Western Soap and Chemical Company and the Southwest Lumber & Supply Company have been in operation for a number of months. The White-Smith Furniture Company buildings, erected at a cost of over $100,000 and occupying two acres of land, are well under way. Other industries will be announced from time to time.

There are many important advantages accruing to industries locating in the Central Manufacturing District; central power plant, central sprinkler system, community maintenance service, industrial counsel, co-operative publicity for all tenants, financial building aid, clubrooms for executives, fast freight and truck service, dependable labor supply and low insurance rates.

Manufacturing buildings and warehouses will be erected to meet individual requirements. Economy of construction is guaranteed. Buildings may be leased or purchased. Reasonable terms prevail. Individual switch tracks for each industry. The entire enterprise has received the unqualified endorsement of all Los Angeles publications and commercial and civic organizations. Correspondence is invited with industries desiring facts about The Great Western Market.

Booklet and maps upon request.

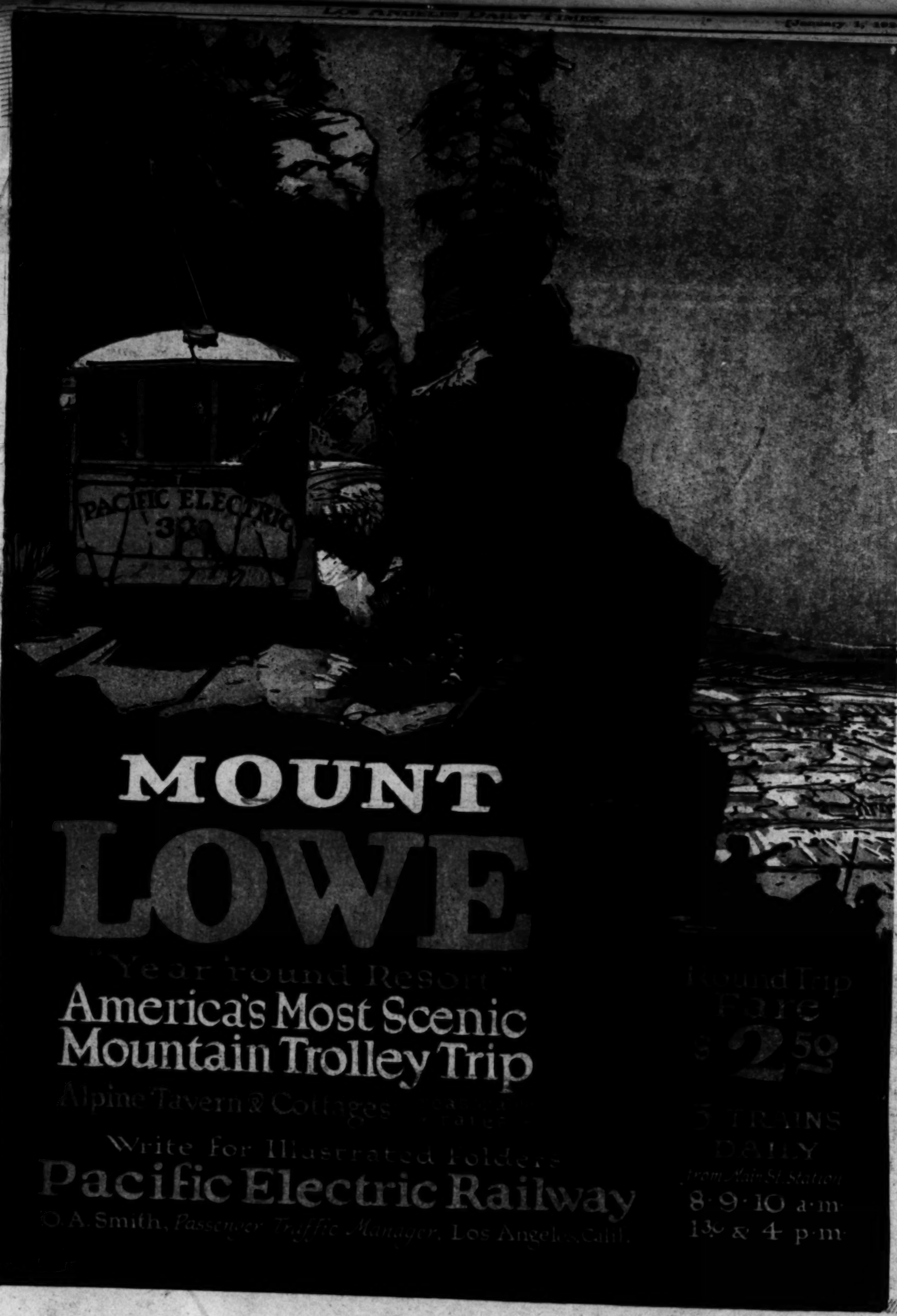
CTURING DISTRICT, INC.

A. G. LEONARD, *Vice-President.* F. L. S. HARMAN, *Vice-President and Industrial Manager.*

523 Title Insurance Building, Los Angeles, Cal.—Phones, 824-848 and 823-349.

Los Angeles Times
Annual Midwinter Number

Part X — January 1st 1924. — Price 15 cents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MOUNT
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"Year 'round Resort"
America's Most Scenic
Mountain Trolley Trip
Alpine Tavern & Cottages
Write for Illustrated Folders
Pacific Electric Railway
O. A. Smith, Passenger Traffic Manager, Los Angeles, Calif.
Round Trip
Fare
$2.50
TRAINS
DAILY
from Main St. Station
8 · 9 · 10 a·m·
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Seeing America and Los Angeles by Motor

Happy Family Tour From Florida to California and Back to New York Made Easy by Great Club

BY WILLARD W. JACKSON

THIS is a record of a thirty-five-day automobile journey from Florida to California and back to New York City. It is the "log," so to speak, of the good ship—no, the good automobile, Betsy Jane,' a six-cylinder rubber-tired ark which carried the Jackson family the entire distance and finished very little the worse for wear for its extraordinary experiences. It was a trip without compare and none of the members of my family will ever forget it. It opened our eyes to the enormity and grandeur of the country we live in, as neither books, pictures, letters, magic-lantern exhibitions, reports or rumors, or any other method of communication possibly could. It was not merely one revelation; it was one revelation after the other. Looking back over our varied and unique experiences, we can conscientiously say that we would not have missed it for anything under the sun. And it all came about through Wilton.

We had motored down from New York City over the Atlantic Highway to St. Augustine, and, stopping there for a day, we continued on to Miami, almost at the lower end of Florida. And at Palm Beach we met Wilton. He was traveling by himself, and had obligingly chased the straw hat of Louise, my daughter, and returned it to her; and, as it was about luncheon time, we all ate together.

During luncheon, Mrs. Jackson and I casually brought up the subject of our proposed journey to the Pacific Coast and return. We figured on going back to St. Augustine, shipping our car to New York, and thence proceeding westward by rail over the Louisville & Nashville to New Orleans, and to Los Angeles by the Southern Pacific, returning to New York via Denver, Omaha and Chicago. But Wilton, in a very positive manner for a complete stranger, and apologizing profusely for his suggestion, begged us not to immure ourselves in stuffy railway trains for the trip when we were possessed of a high-class automobile.

Getting Good Advice

WILTON had a convincing, sincere way about him. He persisted, too. "I am speaking from personal experience, for I took this very journey myself from Tallahassee on through the West, and back to New York, and I would not exchange my experiences for 100 times what it cost me," said he. "The trip cost me much less with my family than it would had I gone by rail, and the difference in the pleasure we experienced, the knowledge gained and the sheer delight of our outdoor experiences no amount of mere money could have purchased."

"But," I replied, "the minute we would leave St. Augustine to drive West, we would be absolutely at the mercy of conditions. I have no idea which way I should be driving; I have no knowledge whatever of road conditions; I have no means of knowing where it would be best for us to stop; I know nothing of possible delays, nor of the mileage we could make in a day. I would be like a rudderless ship afloat on a strange ocean without chart or compass. What could be a more helpless position for a man with a wife and two children than to be adrift in an automobile with such a tremendous stock of ignorance on hand?"

"There you are entirely mistaken," rejoined Wilton, "if you think I would advise you to begin a journey of that kind, covering so many thousands of miles, without being thoroughly informed as to every detail, such as you have mentioned, and many others besides. Before I took my trip from Tallahassee, I wrote to the Touring Bureau of the Automobile Club of Southern California, in Los Angeles, and it is not too much to say that I was literally amazed at the reception which was accorded my letter.

"This organization has mapped and charted every highway of any importance in the entire United States. It not only sent me strip maps, covering every mile from Tallahassee to Los Angeles, but detailed facts concerning road conditions, and information directing me just how to cover the distances between the various points indicated by these strip maps. The maps showed the hotels, garages and supply stations, accurately, all the way. In addition, the club very kindly forwarded me an itinerary of distances, what I could cover each day, providing weather conditions were favorable, and just what to do in case rains or storms impeded my progress. It was the most comprehensive, accurate, time-saving and money-saving proposition that has ever been given me absolutely free of charge. I know, of course, that the club would very cheerfully extend the same courtesy to you or any other tourist intending to visit California by auto."

Whole Way Detailed

MRS. JACKSON and myself had listened with considerable astonishment to our new acquaintance's recital of his experiences. We thanked him for his kindness in offering to put us on the right path, and I wrote at once to the Touring Bureau of the Automobile Club in Los Angeles.

In due time a bulky envelope was received, containing a folder entitled "The Old Spanish Trail from St. Augustine, Fla., to San Diego, Cal." It was compiled by the Touring Bureau of the Automobile Club and contained strip maps of every mile of the way. Attached was a complete itinerary of our journey to Los Angeles and giving the probable time that we could make the trip to the Coast and to the Angel City as seventeen days, weather conditions favorable.

With all this was a cordial invitation to visit the club's offices in Los Angeles on arrival, where we would be taken in charge and our license procured for us to travel through the State, and provided with all maps and information necessary for us during our stay in Southern California. Wilton had justified his prediction at least 100 per cent, and we began to look forward to the trip with the most pleasurable anticipation.

Beside Mrs. Jackson and myself, we had in our party Tom, aged 17, and Louise, 15. We had never been farther west than the Mississippi River, although we were not entirely convinced that New York was the center of the universe, and that outside the borders of Manhattan Island the United States didn't matter. We had seen Chicago and St. Louis, Kansas City, and were fairly well acquainted with the southern cities with the exception of Tallahassee, Pensacola, Mobile and New Orleans. The prospect certainly promised a world of experience.

I have put the story of our journey into the form of a "log," as we followed directions to the very letter and the itinerary, as we completed it, made a daily record of our interesting expedition.

Off to the Westward

FIRST day out, we were booked to make 218½ miles, from St. Augustine to Tallahassee. We had found a great deal to interest us in St. Augustine, the oldest city in the United States. It was there in 1565 that the Spanish explorer, Menendez, landed with Spanish soldiery and a band of Franciscan Fathers, the pioneers who blazed the Old Spanish Trail from the Atlantic Coast westward.

The highway to Jacksonville was hard-surfaced and first class, and we motored the distance in a little over an hour. From Jacksonville to Lake City, sixty-two miles, the road was of the same character—paved highway—and we reached Lake City in excellent time. This part of the Old Spanish Trail takes the traveler through quaint and primitive surroundings, reminiscent of the plantation days of long ago. The scenery is typically southern and pine woods, turpentine camps and little patches of garden "truck" were passed. Here and there we saw the primitive dwellings of the "negro quarters," little whitewashed cabins where the darkies went in and out, or sat on the steps in a state of happy laziness. We crossed several sluggish creeks lit with water lilies, and occasionally frightened a duck from its retreat as the tires rolled over the wooden bridges.

At Lake City we took luncheon, and after luncheon started for Madison, fifty-three miles away. Between Falmouth and Ellaville, we crossed the time-honored Suwanee River, made famous by the song which has been rendered on the stage by some of the greatest prima donnas the world has known, and sung in almost every house in the land.

We felt, indeed, in the words of the song, that we were "far from the old folks at home"—and getting farther and farther with every turn of our wheels. The scenery was picturesque in places, especially where the live oaks, festooned and draped with drooping curtains of gray Spanish moss, stood in ranks along stretches of roadway between Lake City and Madison. Many negro workers seen in the tobacco and cotton fields added to the novelty of the landscape. At Madison we made a brief stop, and then continued on to Tallahassee, where the State Capitol of Florida is located.

We crossed the bridge over the Aucilla River and passed a number of prosperous plantations. The weather had been perfectly clear and we had experienced no delay whatever. It was difficult for us to realize that, in bygone days, along this very trail the Spanish soldiers had passed, armored and glittering, mounted on their horses, lured westward by visions of untold treasures of gold and fabulous riches. And that with them the Franciscan padres had plodded along, carrying the banners of their church and other paraphernalia of worship, as they toiled through the unexplored fastnesses of this southern clime. Every mile of our journey thus far was a road which had been written in letters of fire across the historic scrolls of the past. At Tallahassee, we stopped at the hotel for the night and slept soundly after our day's journey.

Rolling Through Florida

SECOND day out: Leaving Tallahassee the next morning after a typical southern breakfast of fried chicken and hot biscuits, our next objective was the town of Marianna, seventy-four miles. Many trees grew by the roadside. En route we passed through Havannah and Quincy. From the latter place, north and northwest, we crossed the Apalachicola River over Victory Bridge, dedicated to the memory of the soldiers who fell in the World War. After driving over this new bridge we came upon a long wooden trestle leading through a dense cypress swamp. Emerging from this swamp, we struck sandy clay road, slightly wet, which made going a little slow.

From Marianna, where we stopped for luncheon, to De Funiak Springs, was sixty-one miles, according to our strip map. We drove leisurely along this route through Cottondale, Chipley, Bonifay, Caryville, Westville and the town of Ponce de Leon, the latter named for the, perhaps, most romantic figure of all the Spanish Hidalgos who came to the new world seeking fame and fortune. These celebrated sulphur springs are said to be the goal which the Spanish adventurer sought. They are the Florida Mecca of today, toward which the steps of many pilgrims are annually turned.

Third day out: We stopped all night at the hotel at De Funiak Springs, and rose at a leisurely hour for the first leg of our day's trip. This was to Pensacola, seventy-eight and one-half miles. We got our first glimpse of salt water since leaving St. Augustine at Escambia Bay, where we were ferried over in half an hour to the road leading into Pensacola. The Escambia River and the Yellow River were the two principal water courses we passed. The ferries here usually run about once a day during the winter months, but every few hours during the summer, leaving generally at 7 o'clock in the morning. The hotel-keeper at Escambia Springs had given us the time of arrival and departure of the ferry, and we experienced no delay. We went by a number of beautiful bayous. The entire environment was typically southern.

At Pensacola we found a busy and thriving port with big cargoes of cotton, cane and tobacco, which had been brought down the Escambia River and its tributaries and docked. An important naval station is located there, also an air station, over which two dirigibles floated. At Pensacola the end of Florida's western boundary is almost reached. The Perdido River and bay mark its farthest extension.

After lunching at Pensacola, we started for Fairhope, Ala., at 1 o'clock. We crossed the bay over a toll bridge and found ourselves on ordinary country roads, unimproved. From Lillian west to Foley the road was comparatively straight, with one jog at Elberta. From Robertsdale to the Fish River Bridge, it had a number of turns, but led directly into Fairhope, a small town high on the bluffs above Mobile Bay.

This part of the trip was through the "piney woods," turpentine country, interspersed with fields of cotton, sugar cane and tobacco. All along the trail were little cabins of the darky field hands, and each harbored a swarm of pickaninnies. The old negro "mammies" were everywhere in evidence, and around their foreheads were the inevitable bright-colored bandanna handkerchiefs. We stopped that night at a good hotel in Fairhope.

Alabama and Mississippi

FOURTH day out: We took our time about getting up in the morning as we had only 106 miles to go the fourth day, according to our itinerary. Our first move was to ferry across Mobile Bay into Mobile, Ala., which took two hours, covering seventeen miles, so estimated.

We stopped several hours in Mobile, a city steeped in history. De Narves, the Spaniard, came there in 1522. The City Hall is an old Spanish market, rebuilt. The Cathedral of the Immaculate Conception is of Gothic construction, a relic of the days of 1721, during the French occupation. Father Ryan, the famous poet-priest, lived in Mobile, and the city is filled with legends of Spanish and French adventurers who threaded the mazes of the Old Spanish Trail in centuries gone by.

Our next objective was sixty-six and one-half miles, Biloxi, Miss., and we crossed the State line about thirty-seven miles from Mobile. From Mobile to Pascagoula, forty-one miles, the road was hard-surfaced and we proceeded merrily. We were ferried across the Pascagoula River and encountered a good, sandy, clay road leading to Biloxi. This old town is quaintly situated among the towering trees and is quite noted as a winter resort. We had luncheon by the roadside under a lofty live-oak tree and then wheeled in to Pass Christian, the remaining twenty-two and one-half miles of our day's trip. Pass Christian, like Biloxi, is situated on the Gulf of Mexico. The route from Biloxi to Pass Christian was remarkable for its scenic variety and beauty. The Old Spanish Trail follows the line of the Gulf of Mexico for about twenty-five miles and we found wonderful sea pictures along our way. Time and again schools of mullet or flying-fish would leave the water when pursued by ravenous dog fish or small sharks, flash their silvery scales in the sunlight for an instant and then disappear beneath the waves again.

In Historic New Orleans

FIFTH day out: Leaving Pass Christian, where we were sumptuously entertained at an excellent hotel, we started for Logtown, forty-one miles. We had telephoned ahead that we wished to use the ferry at Logtown and this was ready and took us to Indian Village, twelve miles. From Indian Village to Slidell, and from Slidell to the ferry-landing we had fairly good roads, with comparatively little hard sledding.

On reaching the New Orleans side of Lake Pontchartrain, we connected with a hard-surfaced roadway extending into the city. We crossed the Chefuncte River this day near Covington, and passed a number of bayous at different places. All were picturesque and beautiful.

New Orleans, the Crescent City, is one of the most noted repositories of American history. Here Lafayette was entertained; here Jackson fought the famous "cotton-bale" fight; here La Fitte, the famous pirate, brought his men in to aid in the struggle for American independence. In the old French quarter, we came across time-wrinkled and legend-encircled structures of the old Spanish-Moorish architecture, and in the Cabildo, the documents signalizing the transfer to the United States of that empire known as "the Louisiana Territory" were signed. George W. Cable wrote his Creole stories here in later days and, afterward, Lafcadio Hearne, America's chief prose artist next to Poe, gathered material for his iridescent dreams.

Putting our automobile in a garage and registering at one of the hotels, we took a cab and drove around New Orleans until midnight. We visited one of the famous French restaurants and indulged in pompano, red snapper, delicious oysters and copious draughts of the finest coffee ever made in the United States. New Orleans is one of the quaintest cities in the world. We regretted that we could not spend a week there.

Sixth day out: The next morning we climbed into our automobile and turned it in the direction of Thibodaux, fifty-seven and one-half miles away. We were ferried across the Mississippi at the city limits of New Orleans and found the route from there

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to Thibodaux hard surfaced. We encountered a great deal of swamp country, evidencing that New Orleans was built on very low ground, and that the delta of the Mississippi is principally noted for bayous, swamps and other aqueous regions. We passed the Bayou La Fourche and the Bayou des Allemands between New Orleans and Thibodaux.

Trail of Romance

IT WAS with reminiscent vision that I looked back to centuries ago and seemed to see along this very trail, or along the country we were traversing, the fantastic cavalcade of Castilian soldiers and the russet-garbed priests, holding high aloft their crucifix, following in quixotic march toward the sunset lands; the soldiers, animated by their dreams of avarice, the servants of God with their bosoms thrilled with their devotion toward the cause of humanizing the savage residents of the plains and mountains.

We did not stop for luncheon until we reached Franklin, seventy-seven and one-half miles from Thibodaux, considerably after the noon hour. Again, fortunately for us, the weather had been dry. We had taken the precaution, however, of ferrying from Thibodaux to Berwick, which is on the west side of the river from Morgan City. The road from Franklin to Berwick was splendid, and we enjoyed this unusually good stretch.

St. Mary's Parish, in which Berwick is situated, is the land of Evangeline, the heroine of Longfellow's beautiful poem. The romance of the banished settlers and the tragedy of their leaving home and country behind them is touchingly portrayed in the poet's immortal lines; and the little wayside grocery called "Evangeline Store" is a quaint suggestion of the journey into this country, long ago, of the heart-broken pilgrims from Grand-Pre. In the swamps the deer, bear, wildcats and panthers still roam, and miles of dusky waters, starred with languorous lilies, and dotted with smooth-knobbed cypress "knees," met our eyes as we passed by.

Thence we went on to New Iberia. Bayous and small lakes were visible from the highway, and many towns and cities were passed. We had made only three or four stops so far on account of car trouble, and these had been small matters which Tom and I had adjusted without difficulty. In a good hotel at New Iberia, we slept soundly after covering a total of 164 miles for that day.

Seventh day out: Rising with sharpened appetites next morning, we quickly breakfasted and bundled into the car, heading for Crowley, forty-four and one-half miles. The principal towns passed were Lafayette, twenty-four miles from Crowley, and Rayne, eight miles east of the same place. Magnolia trees, laden with creamy-white blossoms, shining from their emerald setting of polished leaves, sent their drowsy fragrance out on the sun-steeped air; mocking-birds trilled and warbled from the groves, and wayside ponds were gemmed with snowy lilies with hearts of gold. There was color, life, movement and variety all along the trail.

Continuing from Crowley to Lake Charles we stopped for luncheon at the latter point and rested a few hours before proceeding on to Orange, where we spent the night.

With the exception of six miles of rather rough going, we had been blessed with excellent graveled roads the entire distance from New Iberia to Orange.

It's Far Across Texas

EIGHTH day out: Our itinerary called for only 109½ miles, but some of it was likely to be rather rough. The last eight miles between Louisiana and Texas, Orange being at the border line, is fair dirt road when dry, although they told us chains must be put on the car if there had been recent rains. They told us at Orange that for three or four miles east of there the road was impassable when storming and that motorists should use the ferry across the Sabine River. I am merely mentioning this for the benefit of succeeding motorists, as by taking the ferry-landing beyond Toomey, on the right-hand side of the road, a car can be ferried in to Orange, thereby avoiding the danger which confronts the motorist when storms are in progress.

From Beaumont, Tex., to Liberty, in the same State, is forty-five and one-half miles, and the roads from Orange to Beaumont, Beaumont to Liberty, and Liberty to Houston, our final stunt for the day, were good, as a whole. The rain had spared us so far to a remarkable degree. We had experienced no delays except the most trifling. We reached Houston early in the afternoon, registered at the hotel and drove about the city.

It was named after Sam Houston, who was a stormy petrel, either in war or peace, a Governor of Texas, United States Senator, Major-General, and one of the most forceful and picturesque individuals that the great era of rearranging and shifting produced.

Ninth day out: The auto schedule called for 223½ miles next day and a significant addendum was attached in the following words: "Can be done in one day only when dry. Logical to stop at Schulenburg the first night, if the weather is wet." We ordered an early breakfast and got away at 6:45, with a lunch made up for us so that we could keep on our way.

The first was eighty miles, from Houston to Columbus, through a prosperous and well-settled region, rich in farms and ranches, and through the thriving towns of Sugarland, Richmond, Rosenberg, East Bernard and Eagle Lake, together with many other settlements. We crossed the Brazos, Bernard and Colorado Rivers, and found graded gravel-surfaced roadway the entire route. Bolting our luncheon as we drove, we wheeled into Luling, Tex., seventy miles from Houston, over a stretch of roadway that took us through flourishing agricultural country. The towns of Weimar, Schulenburg and Waelder indicated the presence of a considerable body of German ranchers and farmers. We found the roadbed sandy between Columbus and Luling, and made excellent progress. Mrs. Jackson had had the steering wheel for three hours and acquitted herself nobly. We got to San Antonio in the evening and found excellent hotel accommodations.

"Thermopylae" and San Jose

TENTH day out: Another rather long itinerary had been mapped out for us by the Automobile Club, 222½ miles, so we started early from San Antonio. Not, however, before we visited the Alamo, sometimes called the "Thermopylae of Texas," the scene of the heroic defense of Travis and his 183 Americans against several thousand Mexicans under Santa Anna. Not an American soldier was spared, three children and a woman only surviving. Here we also visited San Jose Mission, two centuries old, and sixty years in building. Its arches, domes and towers disclose artistic beauty still unshattered by time, while the carvings by the sculptor, Hericar, adorn the windows and doors of this historic edifice.

Our first lap from San Antonio was to Kerrville, sixty-seven and one-half miles, with Tom doing the driving. We encountered some hills, with ascending and descending grades. Excepting the Guadalupe River, we crossed no streams of importance. We had eighteen miles of paving, the remainder good gravel-surfaced highway, and Tom did himself proud in the time he made.

Masses of flowers met our eyes, mingling their yellow, white, blue and purple—verbenas, daisies, blue-bonnets and violets. Mrs. Jackson and Louise were enthusiastic over these tokens of loveliness.

From Kerrville to Junction, our second objective, the distance measured fifty-five and one-half miles. Here again the hills, brown-clothed and older than Methuselah, rose on either side of the highway. All of this country was once buffalo and antelope region and, 100 years ago or less, the Comanche Indians reigned ruthlessly over the entire territory. From Junction to Sonora, we covered sixty-two and one-half miles of very good roads, and our final stretch to Ozone, the end of our day's journey, we found ordinary Texas plains road.

Twenty-four miles from Sonora are the ruins of the old stage station and the days when red-shirted drivers cracked their long whips over six-horse teams and everyone was in constant danger from painted savages and from lawless and desperate "road agents."

We had taken on gasoline and oil at different points thus far and had no trouble in keeping posted as to the garages and the mileages between them, through the accuracy and comprehensive detail of the strip maps forwarded by the Touring Bureau of the Automobile Club of Southern California.

Eleventh day out: Leaving Ozone at 4 o'clock next morning, we tackled an itinerary of 279 miles, Tom still doing the driving. Ozone to Sheffield, forty-three and one-half miles, was over plains road in fairly good condition. Settlements, we had been told by the Auto Club, were scarce here and we provided ourselves with the necessary supplies at Sheffield. We were passing through a typical cow country, although the old-time, long-horned Texas steer has been replaced by thoroughbred cattle, Herefords in particular.

From Sheffield to Fort Stockton, seventy-one miles, was next covered, with practically the same conditions. All this part of the trail was traversed by the Franciscan fathers centuries ago on their stubborn "trek" westward. Their course was dogged by the Apaches and Comanches, and no cattle met their gaze except the humped bison of the rolling prairies. By starlight and sunlight, they struggled on over these grassy plains, practically the same route we were going over.

At Sheffield we had luncheon and started for Kent, ninety-four and one-half miles westward. There we encountered the Bankhead Transcontinental Highway, which starts at Washington, D.C., and joins the Old Spanish Trail at this point. From Kent to Sierra Blanca, the final leg of this long day's trip, was sixty-nine miles, and, by virtue of getting an early start and making the very most of the best stretches, we covered the whole in good time, arriving at Sierra Blanca about 7:30. We averaged eighteen miles an hour for the entire distance. At Sierra Blanca, we put up for the night. Tom generously agreed to let me take the wheel in the morning.

Finding a Sure Guide

TWELFTH day out: Our next leg was eighty-five miles, from Sierra Blanca to El Paso—a good, graded, gravel road to Fabens, and the balance, twenty-eight and one-half miles, oiled macadam. At Kent we had encountered for the first time the blue and white signs of the Automobile Club of Southern California, and were informed they would guide us directly into San Diego and Los Angeles. The organization certainly evidences an initiative in reaching out so far with these valuable aids to traveling motorists.

From El Paso to Mesilla Park, forty miles, was excellent roadway, and from Mesilla Park to Deming, N. M., the sixty-five miles which finished the 190 we made that day, was good graded gravel road for fifteen miles, but the remaining fifty miles not nearly as good. Chuck holes were hit and we had to slow up considerably before reaching Deming. First-class hotel accommodations were found and we turned in at 10 o'clock.

Thirteenth day out: One hundred and eighty-three miles was the total laid out for us this day. The first sixty miles was from Deming to Lordsburg, N. M. Traveling over first-class gravel-surfaced highways, we made excellent time. It was more particularly stock-raising country, with innumerable ranches, some very large. The going was made both pleasant and appreciably rapid by the character of the highway.

From Lordsburg to Rodeo, forty-eight miles, the highway was of excellent graded surface. We saw the Pyramid Mountains to the east and their distant peaks reminded us that it would not be long before we would be in the mountain ranges of the great West. Mrs. Jackson had an interesting talk with one of the women at Rodeo, who told her that the country we were passing through had been chronicled by the pen of Fray Juan De Torquemada, the Spaniard, who was the historian of the region from 1664 to 1668. From Rodeo to Douglas we covered fifty and one-half miles over a first-class graded highway. North of the road rose the Pedregosa and Chiricahua Mountains. Apache is the first station out from Rodeo.

At Douglas one of the old pioneers told us about the Apache Indians and the Chiricahua, the most formidable fighting man of all the tribes. "The tiger of the species" was what Gen. George Cook termed them. He never exposed himself to danger, if it could be helped, but fought to the death when cornered.

From Douglas to Bisbee, Ariz., we covered twenty-four miles and found one of the best hotels along the route. The accommodations, in fact, at all the hotels where we had stopped so far were unusually good. We were sleeping splendidly and eating at a rate which was making my pocketbook show signs of distress.

Fascinating Arizona

FOURTEENTH day out: This was another one of the 200-or-more-mile itineraries, comprising in its directions 102½ miles from Bisbee to Tucson. From Bisbee to Tombstone, we found good graded road to within ten miles, and pavement the remaining distance. We ate luncheon at Tucson and pulled out for Florence, sixty-eight and one-half miles, over good graveled highway, and from Florence to Phoenix, another sixty-eight and one-half mile stretch, we drove during the late afternoon. From Mesa, twenty-one and one-half miles into Phoenix, we encountered a first-class modern paved highway and made sizzling time for the rest of the journey.

We had diverged from our route at Tucson to drive by the San Xavier Del Bac Mission, a few miles west. It was adorned with gildings and arabesques in the Moorish style and possesses several ancient paintings. It is 105x27 feet and is an intensely interesting specimen of work of the hands of the early Franciscan fathers.

Phoenix, metropolis of Arizona, is also the capital. We passed cotton fields in the Salt River Valley, and found a remarkably flourishing agricultural region all about us. Indian settlements and well-preserved cliff-dwellings are in this part of the country, and noted hot springs are located north of Phoenix, which we did not, however, visit.

Fifteenth day out: From Phoenix to Buckeye we drove thirty-four miles, and from Buckeye to Sentinel, an additional seventy-seven and one-half miles, before lunch. About thirty miles was paved. We found excellent dirt roads from Buckeye to the Hassayampa River. Then we drove over a flat mesa to Arlington and the Gillespie Dam, Gila River. After passing the dam, we had fair desert road to Gila Bend and Sentinel. We passed several Indian villages and got photographs. From Sentinel to Stoval, twenty-seven miles, was only fair traveling over ordinary desert highway, with many cross washes in some sections.

Centuries ago these wide spaces of then almost primeval silence first echoed to the voices of the Spanish adventurers, lured on by fabulous stories of strange pagan cities richer than the dreams of Midas.

From Stoval to Yuma, seventy-one miles, was our final allowance for the day. To Wellton, we found average desert roadway, well improved. Much mountainous country adjoined the trail on both sides. From Wellton we found an excellent, graded, hard-surfaced road clear into Yuma. Stopping at the town of Dome for gasoline and oil, we encountered a typical Arizona pioneer, who detained us, quite within our will, with a very interesting account of the Indians and their warfare in this and adjacent parts of the country. He named Mangus Colorado, Cochise, Geronimo, Apache Kid and other leaders among the Chiricahua and Jicarilla Apaches, and told of the campaigns of Gen. George Crook and Gen. Nelson A. Miles, Lawton, Gen. Leonard Wood and other Indian fighters, relating some of the most epic struggles which frontier fighting has ever produced.

We stopped for the night at Yuma with the prospect of reaching San Diego next day. We had found goggles extremely useful in all the desert travel, and would especially urge all motorists to be sure and provide themselves with these useful aids.

Imperial and San Diego

SIXTEENTH day out: A matter of 185 miles separated us from San Diego when we rose early. Our first lap was to El Centro, one of the thriving cities of the Imperial Valley. We had pretty tough driving part of the way, but the last sixteen miles was pavement and we made up a little time. At El Centro, we had luncheon put up for us and continued to Boulevard, fifty miles distant, over a paved roadway. The cotton fields, kaffir-corn fields, alfalfa and grain, the citrus fruits, vegetable areas and stock-growing districts of Imperial Valley filled us all with wonder. It seemed incredible that all this magnificent agricultural development should have been produced in the desert area by the forces of irrigation. At Boulevard we had seventy and one-half miles to cover to San Diego, which was all paved excepting the Mountain Springs grade—excellent road.

We reached San Diego at 4 p.m., and saw for the first time the blue Pacific. Half of our journey had been completed, and that half alone had been a revelation of beauty and interest.

After driving about San Diego for a short time, we repaired to one of the many fine hotels for the night.

Seventeenth day out: From San Diego to Los Angeles is 132½ miles. Starting at 8 in the morning we reached it, after driving leisurely, at 2, and lunched in Los Angeles. Then we drove to the offices of the Automobile Club of Southern California at Figueroa and Adams streets, presented our credentials as the Jackson family from New York, wandering motorists, and cast ourselves on the club's mercy.

About Los Angeles

WE QUICKLY learned that Wilton had not begun to tell us the whole story, or even to faintly outline the scope and activities of this great organization. We found it occupying a building and grounds which cost approximately $1,000,000. We

(CONTINUED ON PAGE FOURTEEN)

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Over an Elfin Trail to a Mountain Camp

Through Flowery Canyons and Wondrous Wild Shrubbery Lanes Into High Forests of Content

BY FRANCIS M. FULTZ

AWAY on the trail! Not the path which begins in the outskirts of the city somewhere and ends a few miles off in one of the canyons, or at a "mountain resort," where dining-room and dance hall are the centers of attraction, a path worn smooth by the trampling of many feet; but the path which leads to the distant parts of the mountains and guides you to the "high places," a path traveled so little that the flowers and shrubs are constantly disputing with man for its possession.

We who live in the Southland are fortunate in that we do not have far to go to reach the "untrodden trails." Whether we live along the beach or out in one of the valleys through which the rivers come down to the sea, or away in the interior desert lands, the mountains are our neighbors, and we can see the trails climbing upward, wandering from ridge to ridge, and finally losing themselves somewhere toward the skyline where the summit of the range grows distant in the haze.

I have traveled the trails in many parts of our Great West, yet I like best those of the Land of Sunshine, where the forest-cover is largely elfin-wood; where the Chamise mantles the ridges and mesa land with white and the Ceanothus clothes the slopes in blue, and where in the "high places" the four seasons run their duo course, while in the lower valleys spring and summer are the only climes.

But let us away to the mountains! Through yonder canyon lies our route. Two or three miles of road and we come to where the trail strikes off. There is a grove of sycamores. The lower stretches of the canyons are nearly always set with sycamores—often huge, sprawling, gnarled, gnome-like trees that look as though some giant had tried to tear them out by the roots and had found them too sturdy to be fully overcome, yet had succeeded in bending and twisting them until their trunks grew misshapen and deformed. The deep shade of the wide-spreading tops and the stray shafts of sunlight that find their way between the leaves dapple the white trunks so that the bark takes on the semblance of a leopard's skin. And we can easily fancy that some of the reclining mottled boles are crafty felines lying in wait for the unwary passer-by. The trail is a place for the play of the imagination.

From Alisos to Oaks

WE PASS the gnome-like sycamores and find ourselves among the oaks, "canyon oaks," perhaps, although they may be of some other sorts which are not averse to making their homes here. We'll say it is the canyon oak this time, a beautiful evergreen whose trunk reminds us of the eastern white oak; but not so the leaves, which are thick, leathery, and sometimes with a sawtooth edge, and camouflage the tree so that an easterner does not recognize it as an oak until he sees the acorns. The acorns are generously large, with a shallow cup that is often covered with a short, yellowish "fuzz"—on which account the tree is sometimes called "golden-cup oak."

The oaks fill the bottom of the canyon, and, perhaps, run up the sides until they meet and mingle with the chaparral. As we go on, the walls begin to close in and soon we find there is no longer room for the trail; so it zigzags up one of the steep sides. And, of course, we follow. This cuts our breath and "catches" the muscles of our legs—for we are tramping, although our camp equipage is carried by pack animals. But this first up-hill work is not likely to be lengthy, ten or fifteen minutes, perhaps—time under such circumstances is a safer standard of measurement than distance—and we find our trail following along a ledge on the face of the canyon wall, from where we look almost straight down into the gorge. Two or three hundred feet below we see the stream rushing along, dashing over and between great boulders, and dropping from ledge to ledge in cascades and waterfalls.

By and by, we come to the stream again; not that we drop to reach it, but that it comes up, as it were, to meet us. We—ourselves and the stream—come together where the canyon widens a little and loses something of its precipitous grade. There is a valley-like stretch which is set with alders—tall and graceful, and to be accounted among California's most beautiful trees. The stream is singing its way through a lane of the alders which stand along its banks, distributed almost as regularly as if man had planted them there—almost, but not quite, for there is just enough irregularity to show that old Madame Nature superintended the job.

Another trail joins us here, dropping from one of the bordering ridges. We might have come this far by that route, but we would have found little shade along the trail; and, closely bordered as it is with chaparral, we would have had a warm tramp. Instead of the canyon oak, we would have had the scrub oak along the way—the Quercus dumosa of the botanists, the much-detested "chaparro" of the Spanish pioneers. It is hard for those new to the trail to believe that this medium-sized bush is an oak. Its small, evergreen, holly-like leaves, often no larger than your thumb nail, make a very effectual disguise. Were it not for the acorns it bears, it might readily pass for a Rhamnus or a buckthorn. Notwithstanding its bad reputation with the old-time cattlemen, it is the most valuable of all the forest-cover on our mountains. Look at that ring of young scrub oaks, three feet across? It will tell you why the tree should be rated so high. Examine the

inside of the circle! You will find two or three smaller concentric rings of burnt stubs, and if it has not finally rotted away through the lapse of time, a larger single stub. There you can trace the number of fires which have devastated the region since the acorn from which the group started first germinated. There is the history of several successive generations from the Phoenix-like root which fire cannot destroy!

But let us get back into the canyon. Where the grove of alders stops, we have to climb again. But for awhile we do not get far from the stream, now a series of frothy, tumbling cascades. We cross and recross until we lose count. We can span it at a step now, or at the most two,—and stepping-stones are plentiful,—for it is but one of a half dozen that unite to form the creek which we first met among the sycamores far down the canyon. But this is the beauty stretch of all its length, and we are in no hurry to pass the charming spot. Here are the elfin waterfalls, and the clear, fern-embowered pools, where, if we are quiet and stealthy enough, we may see the trout sporting in the shadows of the overhanging rocks. Here grow the columbine, the white larkspur, and that most ethereal one of the lily family, the "Lantern of the Fairies." And here, too, are the ranks of the leopard lilies, the big, upstanding sisters of their tribe.

In the Beauty Stretch

YES, it is a beautiful and entrancing spot, and we care not to leave it. But our course lies upward and we go on. Again the canyon becomes too narrow and rugged for us to follow the stream. The trail zigzags and leads us upon a ridge and out into the Kingdom of the Chaparral—that elfin forest which covers the mountains of Southern California.

It is blooming-time with the elfin-wood and of "the flowers that grow between." Far across the mountain, the slopes are blue and white, for the wild lilac is making its annual exhibition. "Wild lilac," you and I and the others of the common herd call it, but botanists say it is a Ceanothus, [illegible] at all. And they further say there are at least a dozen species, which makes it all the more agreeable to us. What if there are! So much the better—especially since some of them are blue and some are white, and one that is of various shades from white to dark blue. And that their blooming times are not coincident we should also count to their credit, for thereby we have flower-tinted mountain slopes from February to June. But May is the month of the blue or white one, Ceanothus divaricatus. And it is the greatest of them all, although its earlier-blooming sister, crassifoldius, of the ruddy cast, and also its later-flowering sister, the cordulatus, the snowy-white one, are close competitors for wealth of bloom and beauty of display.

Concerning this latter, the Ceanothus cordulatus: Prospectors and mountaineers quite generally call it "buckthorn;" and the

forest rangers, who now mostly try to be accurate in their nomenclature, speak of it as "buckthorn" which is quite right in a way, since it belongs to the buckthorn family; but so, also, do all its Ceanothus sisters, who, therefore, have just as much right to the name. The name, however, seems destined to be used as the common one to distinguish the cordulatus. It is the hardiest one of the family, climbing up the mountains to 8000 or 9000 feet, where the deep winter snows keep it flattened into a low, deep mat that is the despair of the trail-maker and the terror of the fire-fighting ranger. But, though "crushed to earth," it strives to rise again; with not very much success, however. Nevertheless, it "comes into its own" along in June, when it covers the high slopes and ridges with a sheet of white that is a fair similitude of the cold snow blanket that shrouded it all winter long.

Charm of Wild Shrubs

WILD LILAC has not only an aesthetic quality, but a utilitarian trait as well, and one which we sometimes employ. Caught out on the trail without soap or other cleansing substance, we find a substitute in its flowers. And a very satisfactory one they are, a luminous example of being "useful as well as ornamental."

Were our trip in June or July, it would be the Chamise we should find in bloom. It is scarcely second to the wild lilac as a mountain decorator. With rangers and other mountaineers, it commonly goes by the plebeian name of "greasewood," but as there are other shrubs to which the name is also applied, the "Chamise" of the Spanish would seem a much more distinctive one. Extensive of domain and white of bloom, it plays no small part in midsummer mountain decoration. "Chamisal," the Spanish called a solid copse of it, when they found it covering the mountain slopes for league after league, making the term co-ordinate with "chaparral;" but usage has made the latter term include all the elfin-wood cover of the southern mountains.

Here and there along our trail we have the manzanitas for companions. Such gnarly, crooked trunks and branches as they have! And the alluring red and green satiny bark! I am always stopping to feel of it as I pass the shrubs on the trail. And the flowers! I cannot satisfactorily describe the pure white or delicately pink-tinted bloom! The whole shrub is admirable! Even the prim, stiff leaves compel our attention and delight our eyes! Manzanita: "little apple" it means in Spanish, so named because of its berry-like fruits. But the botanists say that the name is Arctostaphylos, or, mayhap, Uva-ursa, both names having reference to bruin's interest in the shrub. It is sometimes called "bear berry."

There are other shrubs: Yerba-santa, sumac, rhamnus of two or three species, ball sage, bush monkey-flower, woolly blue-curls, and some smaller ones, such as wild broom, golden yarrow and the penstemons. And the poison oak, of course, which many persons would prefer were not there. Personally, I have the kindliest feeling for this latter shrub. The bane it carries for so many persons is innocuous, as far as I am concerned, and I like the bright scarlet of its leaves. But for the sake of the comfort of those not immune to its poison, I am compelled to say that the shrub seems to have a preference for trail borders. So "keep a weather eye out" for it.

We are well up toward the top of the first range now; a little farther, and we look across the deep gorge, just on the other side, to the higher second range beyond. We are bound for the summit of that higher range. As we look across to it, the slope which we will have to climb seems a maze of steep ridges and forbidding canyons, and we wonder how we shall ever be able to find a way through. And, indeed, we should have no end of trouble had not the rangers searched out the best routes and built there their trails. Knowing a trail will be waiting for us, we drop into the canyon, where we come to a stream of creek size, but which bears the name of "river," which it fully merits during the rainy season. It is bordered with trim, natty alders—the combination of running water and cool shade making an irresistible call to halt our trail-wandering for awhile. Behind the alders on the farther side, and up out of reach of the winter floods, is a little "mesa," scatteringly set with sycamores and canyon oaks. It has been a camping place from early times for those bound for the back ranges. Some have already been ahead of us this season, but there is still enough forage for our animals. So we make camp.

We get away early the next morning—5:30 or 6 at the latest—for there is a long, hard pull ahead and we should put as much as possible of it behind us "in the cool of the morning."

Queen of the Sages

IF IT is Santa Barbara or Ventura county where we are tramping, when we start up the long slope, our trail winds through thickets of the button sage, as the rangers call it. California has half a dozen of these sages, and this is the queen of them all. They are all strong scented, so those persons who are of ultrasensitive nostrils usually balk at the sage-bordered trail; but to the ranger and seasoned mountaineer the sage odor is an aromatic incense and fragrant balm. The bees must hum songs of praise to the sages, for these shrubs head the list of California's honey-producing plants. I, too, would chant paeans in their honor, were I anything of a singer, especially to this purple-lavender one, the button sage. But it is for the high station they take as decorators of the trail.

The sage thicket runs far up. As we top the rounded ridge where it ends, a scene glowing with the tints of harvest bursts upon our view. And it is a harvest for the mountain quail and other feathered dwellers of the hills. In no mean measure, also, it ministers to grazing animals. It is a wild-oat field over which we look.

After a mile or two of the wild-oat field, we leave it and enter the sage again, where the trail drops into the gorge. We are soon at the stream, which we find is at the same time the trail, for there is no space in the narrow chasm for separate ways.

We come out of the gorge where clumps of wild fuchsia and golden yarrow brighten the slopes, which are too steep and rocky for any of the sages. But, as soon as conditions permit, the sages come in again, and with them bunches of Indian paintbrush that fairly blaze their way into our eyes. We may wonder why this cardinal-hued Castilleja seems always to seek the companionship of shrubs of some sort. But when we know that its purpose in so doing is not altogether an honest one, but because of its parasitic habit, we cease to marvel, while at the same time it loses some of its attractiveness.

There is no lack of other warm-hued and fragrant floral decoration. The prickly phlox, with its bright-pink flowers, makes a liberal contribution in this direction. Many persons, when they first run across this shrub of the hostile stems, are

(CONTINUED ON PAGE FIFTEEN)

"California's Finest Playground"

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REFLECTING the eternal glory of California's sapphire skies — Lake Arrowhead Woods brings to the world a new delight—and from this "Land of Heart's Desire" there comes a message of the great outdoors.

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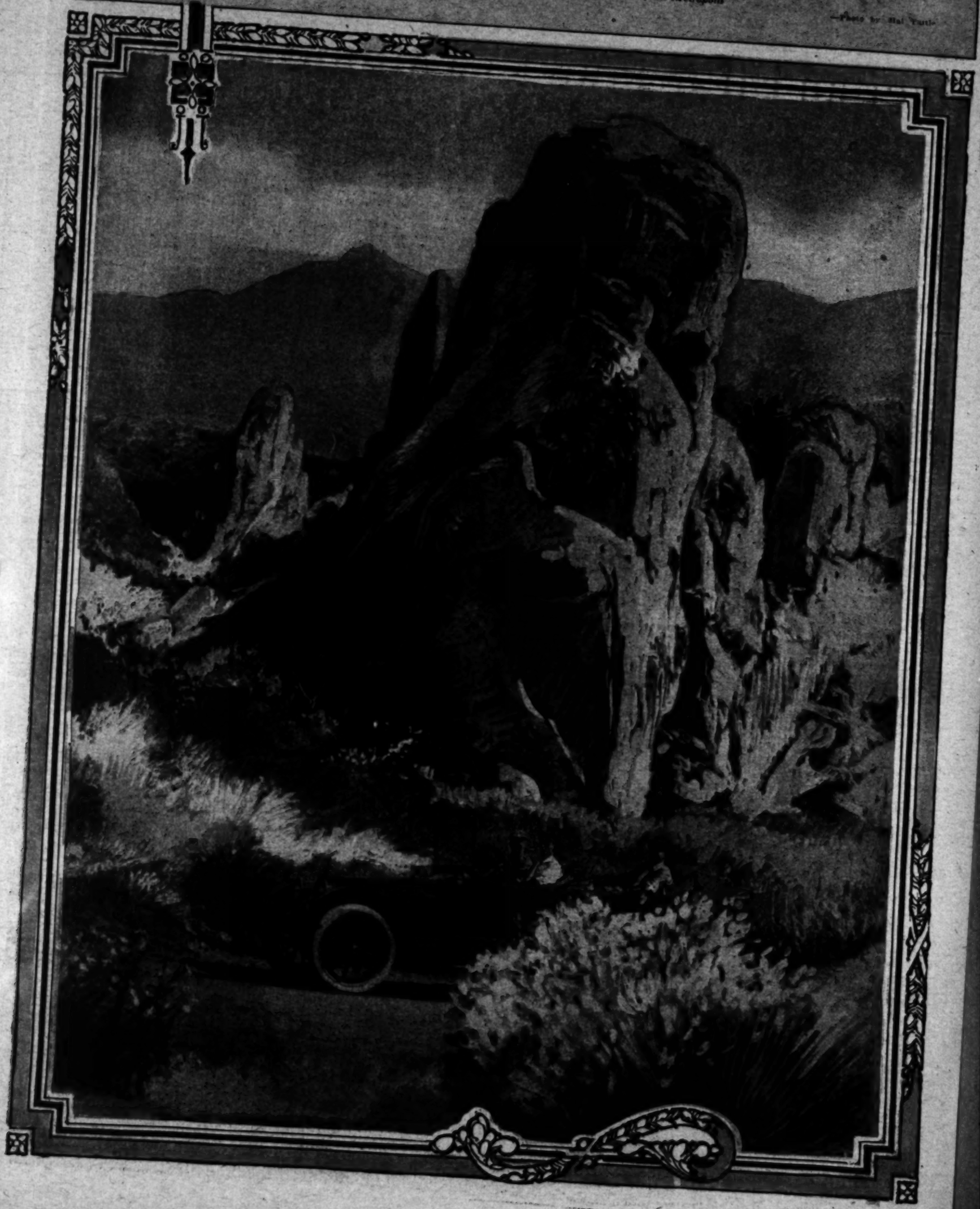
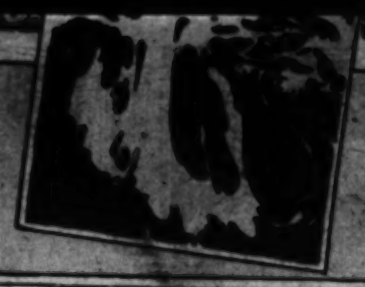


"California's Finest Playground"



FIRE-BOILING CRATER OF KILAUEA

Drawn by Artist Charles Hamilton Owen on Recent Trip to World's Greatest Active Volcano in Hawaiian Islands

Alluring "Isles of Somewhere" in Pacific

Hawaiian Marvels and Beauties, Easily Reached From Los Angeles, Draw Tourists of All America

BY S. FRED HOGUE

SOMEWHERE the sun is shining through opal-and-rose tinted clouds, throwing on the rising mists from the valleys circular rainbows of a brilliancy formerly unknown to science—

Somewhere great green waves are breaking over coral rocks and gliding upon golden sands, as gentle as the brush of the wing of a dove—

Somewhere a moist, refreshing trade wind is singing a lullaby in the twilight to tropical flowers whose petals close like the eyelids of a child dropping to sleep—

Somewhere a breeze is sighing through tree ferns and cocoanut palms, and playing with the silver veils of a thousand tiny mountain streams that look like fragments of rainbows hanging from the side of the cliffs—

Somewhere liquid flames gush forth in crimson fountains from the heart of a mountain; from a vent pipe that leads to Nature's laboratory where a new continent is in the making—

Somewhere are united by a sheen of silver sea the paradise of Milton and the inferno of Dante—

That somewhere is Hawaii. I have seen the "Isles of Somewhere" of our dreams, and I now know the impulse that caused Jack London to write, "The older I grow, the oftener I visit the Hawaiian Islands, and the longer I stay."

Tiara of the Pacific

COVERED with flowers and foliage, like multicolored garlands, the islands lie on the surface of the Pacific in the form of a tiara. They are the gems in the crown of the god of the ocean. And the smoke columns rising from the crater of Kilauea and forming great clouds of fantastic shape and cardinal linings remind me of King Neptune, himself, taking his siesta and puffing his pipe.

Here are jungles through which no poisonous serpent glides; for St. Patrick rested for a time on these islands on the way to Ireland.

In the green depth of the marine gardens are fish with feathers, with fins that take the form of long, trailing plumes, silken in texture, reminding one of birds of paradise.

On the beach of one of the islands, tourists are disturbed at night by the snoring of the sharks that sleep on the edge of the coral reefs.

On one of the beaches of the island of Hawaii—a single member of the group as large as all the rest and from which the constellation takes its name—the sands are as black as ebony; but they leave no stain. And on this beach lay a profusion of sponges, torn from the coral reefs by the waves.

I asked one of the natives why they did not gather them. He asked in turn, with a naive stare in trusting, childlike eyes, "What would we do with them?"

I stood with half a dozen recruits from the Federal barracks of Oahu beside the seething, lurid firepit of the volcano. A tornado, born somewhere in its depths, swept over its surface. The lava swelled and burst into a single molten flame.

Turning to a companion, I said: "Before I crawl under the blankets tonight, I am going to say my prayers. I have heard of the hinges of hell; but this is the first time I ever peeped through the keyhole."

Honolulu of Many Peoples

HONOLULU, itself, is a modern city builded on a little island not much larger than the municipal limits of Los Angeles. It winds itself about the base of a range of volcanic mountains, the buildings nestling against the slopes of the craters of two extinct volcanoes.

Before it are the watery wastes stretching away to the South Seas, with their romance and their mystery. The population of the city itself, about 110,000, is two-fifths that of the entire group of islands.

Honolulu is a cosmopolis of peoples; and more experiments in race propagation are taking place there than Luther Burbank ever dreamed of in plant life.

There is not enough level ground in the city to form a race track or a baseball park. It spreads back fan-shape from the harbor through half a dozen steep-walled canyons.

I spent a week there in August, in the midst of the dry season; and every day it rained.

But it rains in Honolulu as nowhere else in the world. The natives refer truthfully to these summer showers as liquid sunshine. And they are so variable!

One old resident told me of a time in his youth when rain fell over the whole city at once; but others questioned discreetly his veracity.

The showers did not disturb me in the least; for when it rained on one side of the street, I would cross to the other and walk in sunshine.

I had imagined the trade winds would be dry, like the winds of the desert. I found them almost continually dripping moisture.

Also, I found one island in the group where they had not yet heard of the ratification of the Eighteenth Amendment.

Liquid Sunshine, Perpetual May

THAT precipitation of liquid sunshine explains the perpetually green mountains and flowering vales of the islands. I talked with a veteran Scotsman, appropriately named Johnny Walker, who has lived in the islands for forty-one years. He told me of the year of the great drouth—when no rain fell for seven consecutive days and nights!

The Hawaiian valleys are the abode of perpetual springtime. It is from there that the Queen of the May sends her retainers forth in their mantles of flowers to other climes in April and calls them back in September. The Federal Weather Bureau has recorded greater changes of temperature in San Francisco in a single day than take place in Honolulu the year round. There was a range of only 10 degrees between the average maximum and minimum temperatures for the twelve months of 1923.

I have refrained from referring to "mean" temperatures because there is nothing mean in the islands but the mosquitoes and one type of Japanese, and they are both imported.

And I can speak of the mosquitoes only on information and belief. I found a mosquito-netting canopy over my bed in my hotel, but I used it only one hour the first night. I did not hear the battle song of a mosquito during my stay in the islands.

Where the valleys have been reclaimed, Hawaii is the land of flowers, but all the gorgeous varieties have been imported. In the wild wastes are only tiny blossoms in the dirt. There is one evergreen island tree that puts forth a small red blossom. The natives call it the rain flower and it had its place in the worship of the native gods.

In and about Honolulu and Hilo are miles of blooming hibiscus, rose mallows, the most lovely hedges in the world. There are more than 2000 registered varieties of the hibiscus, which has come to be known as the island emblem. They range from a deep crimson through the different shades of yellow to the pure white.

Roses grow there in a dazzling profusion, exceeding in beauty even the gardens of Hadix. And they are always in bloom. The bushes exhaust themselves in a short time from overproduction and must be replaced.

God made the roses to bloom in the spring; but he did not plant them in the lands of eternal springtime. It may seem unfair to mandlin, sensitive persons to transplant them to a climate where they will work themselves to death; but it adds to the radiant beauty of the isles.

These roses, by the way, set an example that neither the native Hawaiians nor the imported brown races are overanxious to follow.

Blossoms and Glistening Snow

AS IN California, the flowers bloom in the valleys while the snow glistens on the mountain tops. Measured from their immediate base, there are mountains in the islands exceeded in height only by those of Central Asia.

Mountains are measured by the scientists from sea level. A mountain may rise 2000 feet above a plateau that is 3000 feet high, and the scientists register that mountain as 10,000 feet. It is as absurd as science, and scientists, generally, are.

On the island of Hawaii is a mountain whose base is washed by the surf and whose summit, clad in perpetual snow, rises more than 14,000 feet in the air.

The islands are beautiful; and one chooses there the year round the climate that one desires.

Yes, there are people living on the islands—a few natives of a stalwart race that is recorded as one of the tallest in the world; honest, simple, cheerful, kindly folk—who have never been cannibals and who come nearer observing the Golden Rule in their daily life than any other I ever encountered—and a conglomeration of foreigners who ought to be washed into the sea.

But there is this to be said for the foreigners: intermarriage with the natives is steadily improving the foreign breed, whether it be white or yellow.

If I could divest myself of my Anglo-Saxon prejudices, and of those of the white races generally, I should ask that I be born in my next reincarnation in the town of Hilo, of a Chinese father and a native Hawaiian mother.

The more I studied the Hawaiians the

more I became interested in their native gods and in their legends, which unemotional scientists and overemotional missionaries call superstitions.

I frankly confess that I am superstitious, through heredity and choice. If there were no superstition in the world, there would be no poetry and no romance. The pages of life would be about as interesting as those of a ledger in a countinghouse.

Legend Has Good Effects

ACCORDING to the Hawaiian legend, the spirits of the dead return at will; taking up their abode in a tree, a flower, a stone, a bird or a fish. These spirits possess the power to enslave a living person to death.

If one person kills another, the spirit of the dead can return and conjure "kahuna" (the natives call it) the other from an early grave. The process is supposed to take only about ten days.

So it is apparent that he who slays another has himself but a few weeks to live. It is due to this belief that murder was unknown among the natives before the foreigners came. But the power to pray one other to death was not peculiar alone to the spirits. If one person felt he had been injured by another, he could go to the priest and get a "kahuna" formula by which he could pray the other to death.

Where this belief prevailed, it must be patent that persons were scrupulously careful not to offend their kind; for the offended one could take deadly revenge.

This legend awakens only skepticism among white peoples, but the natives believed it as firmly as they believed in their own existence. Almost every person who has lived for some years in the islands can relate instances coming under his observation where a native, believing he was being "kahuned," would lie down and die within two or three days without suffering from any known ailment.

It is due in a very large part to this belief that the natives are so cheerful and so kindly in their association with each other. To them it is a question of life and death.

As I listened to this legend and its effects, I could not but reflect how different life in Europe and America would be if a touch of this superstition prevailed.

For Us All to See

SINCE a steamship line with de luxe passenger service has been established between Los Angeles and Honolulu, the islands are becoming as a tourist vacation ground to this country what Switzerland is to Europe; with the very important exception that the tourist season extends in Hawaii the year through.

The tourists will enrich the islands—and thoroughly spoil what remains of the native population. The passage is a six-day ride, over what old sailors say are the smoothest waters of the seven seas. Of the 300 passengers on the steamer City of Los Angeles, going over, I did not hear of one who missed a meal from mal-de-mer.

Perhaps this was due in part to the fact that the ship, now serving a worthy purpose, was originally builded to carry the German Kaiser and his suite on pleasure cruises in the waters about the German coasts. It rode the seas like a great white swan.

With most of the rest of the party, I went to visit Kilauea Volcano on the island of Hawaii, a night's voyage from Honolulu and a two hours' ride by automobile.

The fire pit of Kilauea is located in a crater on the flank of a mountain about 4000 feet above sea level. My first impression was one of disappointment, for I expected to find it on a mountain peak.

The road to the volcano rises in easy stages from the valley through a jungle of tree fern and other tropical foliage. One is not aware that the automobile is climbing and one gets the impression that the fire pit is located in a valley.

But when I saw the sun set and the moon rise over this flaming, smoking inferno; when I saw Pele, the goddess of fire, taking her dinner in the pit and her maidens dancing in the crimson fountains with red cornflowers in their hair, I felt fully rewarded.

Red-hearted Volcano's Charm

THERE was something clean, intimate, charming about this volcano, so different from vomiting, smoking, ash-throwing Vesuvius, that my heart went out to it.

The fire pit is a circular tube about 1500 feet in diameter, reaching to unmeasured depths in the earth. The molten lava had appeared to rise to within seventy-five feet of the surface.

It reminded me of the bowl at Exposition Park, Los Angeles. We rode in our machine within twenty-five feet of the mouth of the pit. The rock was not warm and one did not get an idea of the heat until one attempted to peer over the edge. Then one was struck by a hot blast, as though coming from a chimney.

The surface of the lava flow was as black as asphalt, but through it ran crimson seams, cutting the surface into irregular squares that reminded me of State lines on a map of the United States.

When I first saw it, fire fountains of dull red lava were playing. Some leaped not above ten feet high and others to go to a height of fifty feet. They rose and fell in an irregular fashion and would break out in the most unexpected places. I counted twenty-two playing at one time.

If one turned his back to the pit, the sensation was like that of standing on the beach listening to the roar of the incoming surf. It was as ceaseless and as loud as if the beating on the rocks. There would be a roar like a heavy wave striking a cliff, then a stream of molten lava would leap into the air just as a wave throws its spray upward; but, in place of a fountain of water it was a fountain of fire.

No other volcano is so gentle, so domesticated. No other lends itself so readily to scientific study. It has served to dispel some of the superstitions of the scientists, superstitions that show scientists can be as credulous as simple native folk.

Flames from a volcano do not carry a

(CONTINUED ON PAGE THIRTEEN)

SCULLY BROS. INC. GLOVES

Sassy Jane

Distinctive House and Street Frocks

Distinctiveness of design, combined with quality of workmanship, has made Sassy Jane Frocks popular for the most exclusive of daytime occasions. The new models are by far the most attractive that Sassy Jane has ever offered. Their enthusiastic reception by the Movie World is ample proof of their perfection.

Style No. 902 This model is truly a "Fashionable Frock from Filmland." A beautiful and distinctive creation fashioned of white Hindu crepe. Two bias flounces with brightly colored binding enhance the beauty of the skirt. Vividly colored bindings, buttons and double cuffs give just enough color to make a charmingly attractive model for the most exclusive afternoon occasions.

Colors: White with cherry trim, white with canary trim and white with French blue trim.

Sizes: Sixteen to Forty-four. Price $21.75

Style No. 434 Here is one of the famous Kiddies' Klever Klothes. An attractive and serviceable school dress of which any little Miss can well be proud. It is imported Japanese crepe with self trim.

Colors: Light blue, red and black checks.

Sizes: Seven to Fourteen. Price $2.95

Style No. 900 This dainty sport model frock of linen is one of those very adaptable dresses that are appropriate for every daytime occasion. Elaborately trimmed with brightly colored gros grain ribbon and clever hand embroidery in pastel shades.

Colors: Pink with blue ribbon, mais with orchid ribbon and orchid with peach ribbon.

Sizes: Sixteen to Forty-six. Price $12.50

Style No. 901 A serviceable and attractive street frock of linen. A touch of color is given by brightly colored buttons, binding and hand embroidery. Pleats in the sides of the skirt add greatly to the general air of distinctiveness.

Colors: Brown, grey and rose with individual trimmings in appropriate colors.

Sizes: Sixteen to Forty-four. Price $12.50

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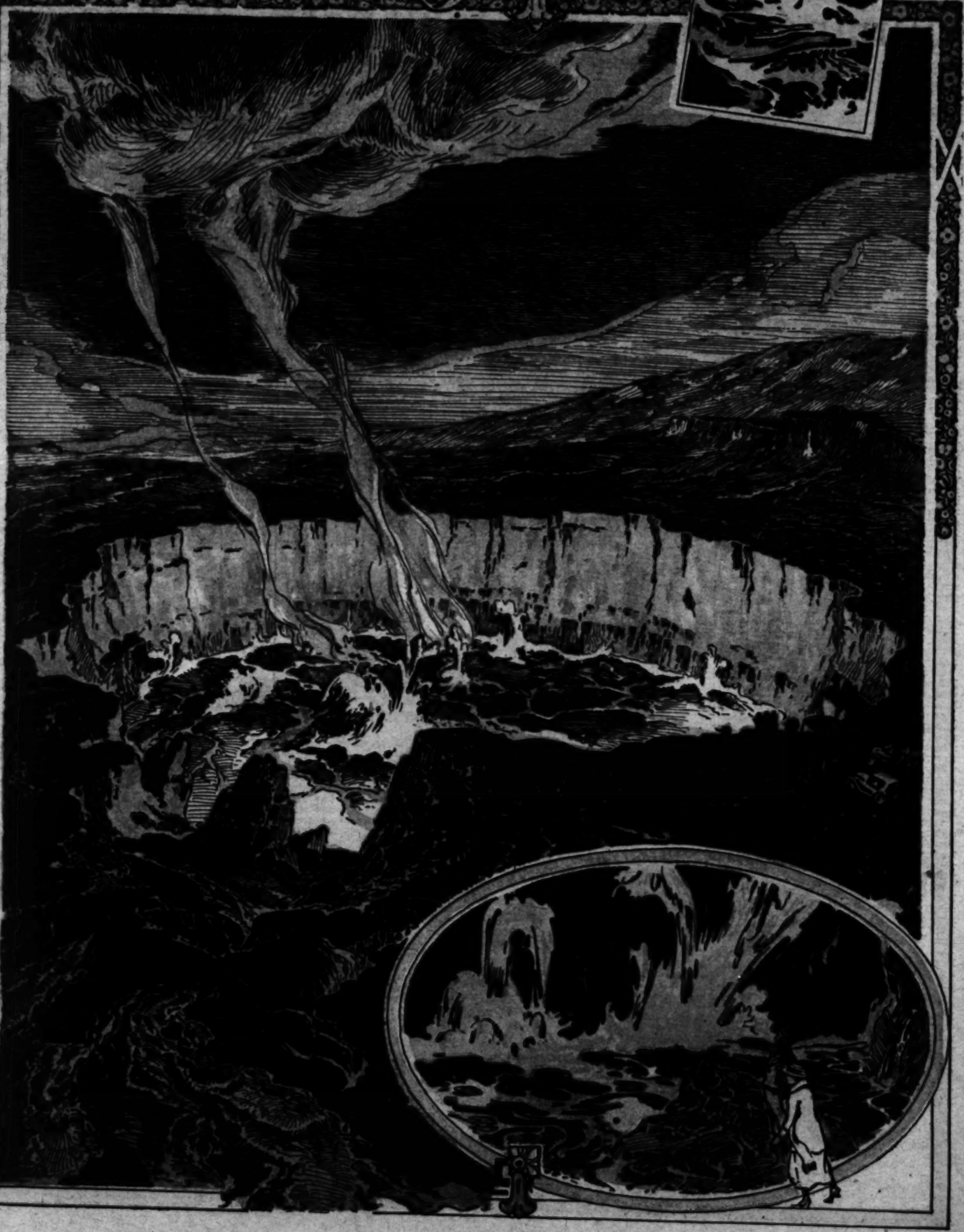

SCULLY BROS. INC. GLOVES

Expert Glove Makers at Work.

One of the largest Glove Making Institutions in California.

In the Cutting Room

THIS is the story of the growth since 1907 of what was practically a one skilled workman shop into an industrial institution today which is one of the largest glove-making manufacturing plants, not alone in California, but in the entire West. Scully Bros., Inc., organized in January, 1907, under the corporate name of Napa Glove Company at Napa, Cal., and the first shop was in a building 20x40 feet. Within a year that space was doubled and in January, 1911, a two-story concrete building was erected. Again in 1917 the latter building was doubled in size. Within the year this latter building was outgrown and the business was removed to this city and reincorporated. Leasing space in one of the modern factory buildings, covering a period of five years, under the present name, Scully Bros., Inc., steps were taken looking to the future for far greater expansion. Last year the business was removed into its splendid new factory building, 721-729 East Washington street, near San Pedro. This building is 90x145 feet, two stories in height, with sixteen-foot ceilings. This building had been so planned that two more stories can be added and present increase in business will probably make the added construction necessary in another year or two.

Scully Bros., Inc., manufacture work, dress and auto gloves and a few numbers of ladies' gloves. The entire Coast territory is supplied and with added expansion steps are now being perfected to extend the field further Eastward.

Last year the output of this institution was 20,000 dozen gloves representing a quarter million dollars. The product is sold exclusively to the retail trade and sixty skilled workers are employed the year through.

Scully Bros. take splendid care of employees. Every worker after six months with the institution is presented with a life insurance policy for $1000 which is increased $100 yearly for the next five years.

The present institution is controlled by the original founders, Daniel J., Thomas E. and William R. Scully. The first named is president, the second vice-president and the latter secretary.

"We believe we have one of the finest glove factories on the Pacific Coast," said Secretary Scully in discussing the new plant. "Quality first and price secondly is our motto. If the quality is right the right price will prevail. Elimination of the jobber assures the retailer quicker contact and better gloves. We extend a most cordial invitation to everybody to visit us in our new home. Here you will find the most modern equipment for the manufacture of gloves and the most expert workers to be found anywhere in the United States."

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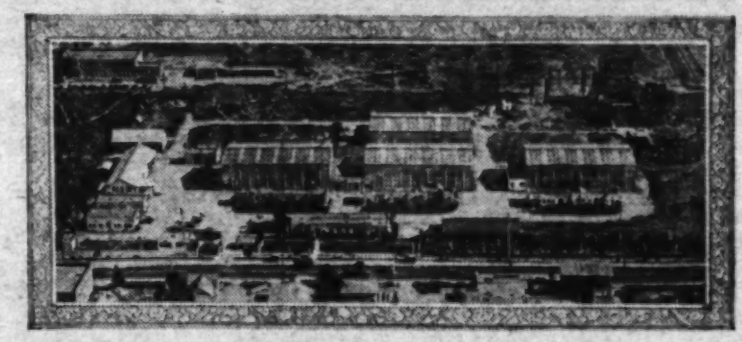

Hollywood Studios

HOLLYWOOD STUDIOS offer to motion picture producers the highest type of service in studio requirements. Here constant vigilance and scrupulous attention to detail smooth away many of the difficulties encountered in motion picture production.

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Tour of the Film World's Sunny Capital

Colorful Close-ups of Hollywood and its Stellar Folk. Their Homes, Haunts and Hobbies

BY MYRTLE GEBHART

WOULD YOU LIKE to tour Hollywood, the film world's capital? Then come with me to the glass-roofed city of make-believe romance.

It is a graceful, white day, the sort of day that brings you, fresh from your eastern snows, ecstatic joy. There is a heady perfume in the air from myriad orange blossoms and the geraniums that climb the telephone poles. The poinsettias are blood-red, flaming hearts against the white lattices. That fragrance in the air induces exuberance combined with a dreamy contentment—you feel as if you had stepped upon a ripe, rosy little cloud for a sail into fairyland.

Instead, I shall show you the real Hollywood.

Sunset Boulevard streaks up and down ambitious little crests before us—Los Angeles is forever starting a hill, and tiring of the job, sitting upon it.

Bowling along in our high-power, four-cylinder oil can we dodge a bewildering number of automobiles—Ruth Roland's smart green town car, May McAvoy's shiny sedan, Patsy Ruth Miller's new maroon sedan, Dale Fuller's touring car, Nellie. And of course plenty of corpulent bankers in limousines with humming, foreign motors—but who looks at a mere banker in movietown?

Cherub of the Movie Mills

HOLLYWOOD is as delicately flanged as a champagne-glass—the same slim, long curve, swelling to a broader fullness when the studio section is reached. It is such a tiny place to house so many hearts aflame with ambition, so many dormant forces of human passion which find expression upon the silver sheet. A happy, pink-faced cherub gurgling in the lap of the hills that range its northern cheek.

The first movie-mill we pass is the Charles Ray fort, stretching out like a greenhouse, its glass roof reflecting the sun's prismatic rays. A workshop this, plebeian, utilitarian. It has an air of saying that its master is there to work and doesn't give a darn how the place looks, just so it's clean. Anchored in the back-lot is his replica of the good ship Mayflower, grotesquely rearing its spars over the low intervening roofs.

Curving, the boulevard leads on, with bungalow-courts interspersing marble apartment buildings and palatial homes set amid lemon and orange groves, the whole pungent with the breath of roses, wept over by dripping blood-red berries from the pepper-trees. The houses are of every hue in the rainbow—and of every conceivable architecture. They range from dove-like Italian villas and Swiss chalets perched perilously on the hill-slopes and French two-by-four chateaux nudging English manor-houses and Colonial uprights, to the typical California bungalows of Spanish style.

Topping the only hill hereabouts that my ambitious gas-filly has failed to conquer, is Sessue Hayakawa's stucco feudal castle, its Moorish battlements rising like fingers to the low-hung blue sky, its gardens brilliant with bloom amid quaint pergolas.

At Sunset and Western we pass the Fox lair, in time to spy Al St. John's striped shirt and Tom Mix's wide sombrero disappearing within the jaws of the big-rambling wooden buildings. Tony, Tom's gifted dramatic horse, steps nimbly from his truck—oh, my, yes. Tony rides to work and to location in style to save his strength for his arduous duty of racing up and down cliffs!

A few blocks on we pass the Warner Brothers studios, white walls glistening in the sun. Irene Rich and piquant Marie Prevost are just going in and tiny Bruce Guerin is playing with a train of cars on the red-bricked walk. In other parts of the city are the Sennett, Vitagraph and Mayer-Schulberg citadels, with Universal in the valley out Cahuenga Pass way.

Coming to Sunset and Gower, called "The Four Corners" because there are clustered the majority of the comedy-forties, we see the Christie, Century, Grand-Asher and other studios where mirthquakes are concocted. In the doorways are funny folks tall and thin, short and fat, "freaks" of all descriptions in ludicrous make-up.

Turning up Vine street, flanked with shade-trees, we heave to before Lasky's—a businesslike structure overspreading several blocks. It's a great, gray, unbeautiful place before which swarm extras seeking admittance. We spy Lois Wilson alighting from the family car chauffeured by her nice bald-headed daddy on the way to his business and titian-haired, lovely little Mary Astor with her mother. Theodore Roberts, with the inevitable cigar, is talking to some men at the entrance and jovial Walter Hiers is ambling across the street to the ice-cream-cone stand, same being Walter's passion.

Next, at the corner of Hollywood Boulevard and Cahuenga, the film world's stamping ground, is the bank where the picture folks overdraw. Along the boulevard, from Cahuenga to Highland avenue, ten blocks, are shops—groceries with their sliding wire-screens opened to display vegetables and fruit in profusion, and very cheap; and drug-store windows full of cameras and colored sun-glasses and blisterine.

One-story shops like white hens squatting contentedly along the way are they, the sun washing back from their facades in a wide swath of glare—plebeian little shops, housing everything from groceries and fat butchers to the daintiest blouses and filmy, tiny white things with many tucks for babies. Those windows are like cake frosting, full of intricately alluring things. Movie stars mingle with housewives and society matrons, so decorously garbed that they pass unnoticed on the streets.

Churches That Are Attended

SCHOOLS and churches—many churches, you see. And here's an interesting thing—our churches are patronized. There are few unoccupied pews. At one, on a Sunday morning, you will have Conrad Nagel usher you to your seat and Jack Holt hold out the contribution plate for your nickel.

All of this, mind you, clustered in those few blocks between Cahuenga and Highland Avenues. At the corner of Highland is the squat, rambling structure of the Hollywood Hotel, of Mission architecture, swept by the fronds of graceful palms, where many screen celebrities live and ornament the Thursday night dances in vogue.

Detouring southward we pass the long row of English cottages that house Charlie Chaplin's fun eruptions during their process of evolution. The Pickford-Fairbanks studio, with the glistening domes and minarets of the sets for Doug's latest picture rising grandly over the fence, adjoins the gray bungalows that house the newly thriving Principal Pictures.

Northward on Laurel avenue we pass June Mathis's white stucco bungalow and Dorothy Phillips's cream-colored two-storied frame house. On the boulevard again, we roll by Pola Negri's home, low-spreading under guardian palms, her green town car waiting in the driveway; Jesse Lasky's wide-flung domicile, with wings spread to the breezes like a bird stilled in flight; Barbara La Marr's big white palace on a hill in Whitley Heights—you're positively nothing out here unless you've a hill all your own—and George Melford's gabled rooftop.

Kathlyn Williams's home is of yellow stucco, with green tiled roof guarded by eucalyptus and olive trees. The Italian motif predominates. The stairs are of brick and tile, the walls stippled bronze and the rug in the entrance a vivid red. Odd mantels—on one is painted the family crest and motto, "Je m'oblige" — hand-wrought andirons and iron candelabra add a quaint charm. The dining-room is in burgundy and tan, opening off a library done in faun and morocco.

Homes Hung on Rock Niches

ON NICHES hewn into the rock of the sloping hills, their weatherbeaten timbers placed on dangerous cornices, tiny houses ramble like climbing arbutus up Laurel Canyon. Beneath the cliffs that skirt Hollywood on the right like giant exclamation-points squashed at their base, stands Jack Holt's cream-colored English lodge set amid tall pines. It is picot-edged in green, with a brick wall. Jack has a back yard worthy of mention in a township of back yards—a wooded place where his three kiddies have their playhouse and Jack piles up the logs that he burns in his fireplace on chilly evenings.

On the outskirts of Beverly Hills the Vidor home—an English tan stucco manse that rambles everywhere the guardian eucalyptus will let it. The cool, spacious living-room has a huge brick fireplace at one end. There's an air of dignity, of aloofness, about that room—very little furniture and that Victorian. High-necked chairs, a few small rugs on the polished dark floors, tall bronze candles. It has a Chaucerian air of calm, of restful simplicity.

On we bowl past the chaste, wide-roofed home of William S. Hart and Nazimova's square, dust-colored mansion set in luxurious gardens. Where the road curves at the foot of the hills is the white stucco palace with twin drives on either side of the sloping green lawns that Pauline Frederick recently came West to sell. A block away is Priscilla Dean's Colonial home, a white frame structure, side-wings stretching away from the central entrance with its tall, graceful pillars. And Viola Dana's pert, awninged bungalow.

On our right, across from the rambling buildings of the Beverly Hills Hotel, so picturesque amid their sunken gardens, is the palatial cream-stuccoed pile for which Gloria Swanson paid $200,000. It boasts twenty-two rooms and four acres of trees and rare flora. The embroidered tapestries that adorn the walls are worth a fortune. The reception room is draped in peacock silk; it is gorgeous, ornate, throughout. Gloria entertains lavishly—they do say her meat bill is $1000 a month. One of her fads is to present her guests with complete menu cards, which caused some smart chap to make the quip, "I'd heard Gloria's heart was a hotel, but I didn't know her home was one."

Topping a crest is Will Rogers's large white house, flanked by stately palms. The palms are the only dignified thing about it—otherwise it's a homey place. There's a tanbark arena where the three young Rogerettes have grand times; the main ambition of Jimmy, aged 8, being to ride daddy's favorite mount, Chapel. About the white-tiled swimming pool are pergolas and arbors. The most important room in the house is the kids' gymnasium in the basement.

Where Dwells Filmdom's Queen

BACK of the Beverly Hills Hotel we find a hill road which leads up through iron gates to "Pickfair," where dwells filmdom's gracious queen and her athletic husband. We enter the house through a tiled hallway, opening off which are an immense living-room with comfy divans and big arm-chairs, and a mahogany dining-room, beyond which we glimpse an enticing ivory breakfast-room. There are five bedrooms, with painted furniture. Mary's is in lavender with green drapes and furnishings.

"Pickfair's" charm lies in its simplicity and livableness. Mary rises at 7:30. Breakfast for her consists mostly of fruit. Doug is a more hearty eater. They lunch in their bungalow at the studio, Mary usually eating but a bit of spinach. Home about 7 or 8, after a quiet dinner they see the films they rent from the distributing agencies.

Except upon rare occasions Mary does not go out in the evening, but retires at 9:30. Partly is this seclusion due to a conservation of energy for her work and partly because she is quite reserved and sees nothing of value to be gained in "chasing around." Her tranquil serenity pervades their home life.

Manse of Social Leaders

DOWN by the hotel again, we draw up before the Charles Ray home, a white English manse with green-shingled roof. The grounds are lovely—pools with lily-pads floating on the water, encircled by lotus and pansies, and sheltered by cypress. Yew hedges keep out curious eyes. Quaint statuary, a sun-dial, circular fountains, an aviary and a Chinese tea-house of red and black lacquer make the gardens a spot in which to linger.

The Rays head the social elect of filmdom and are leaders of the local 400. They are very conservative and entertainments at their home have a formal air, inasmuch as Mrs. Ray comes from a splendid old "Back Bay" Boston family, bred on traditions. She affects old-fashioned gowns, still, bouffant taffetas, tight bodices and quaint bonnets.

Leaving Beverly Hills, we spin out to the Culver City studios, where the sleeping lawns of the Goldwyn plant, threaded with flowers and bushes, and the trim estate of Thomas H. Ince face on the boulevard to the beach. Ince's is a Southern Colonial mansion of white, inclosed with a red brick wall; a colored factotum in livery ushers one into a cool white interior, graced by soft rugs, fine tapestries, portraits of George Washington, and historic scenes.

The immense Hal Roach fun factory and several smaller outdoor are in Culver City. Motors flash past us on the boulevard, bound for the beach. Conrad Nagel and a few other

(CONTINUED ON PAGE FIFTEEN)

CHRISTIE COMEDIES

Harold Lloyd Productions

CURRENT RELEASE

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IN PRODUCTION

"The Girl Expert"

Hollywood Studios

6642 Santa Monica Boulevard

WILLIAM S. HART AS "WILD BILL HICKOK"

THE MIDWINTER OF 1923-24 finds the *United Studios* in its greatest year since the inception of this, the largest leasing plant in the film world.

Housing the production of the foremost independent producers in filmdom, the *United Studios* exemplifies the fact that Efficiency, Service and Economy have become as fully appreciated in motion picture production as in any other gigantic industry.

The fact that the current season finds the productions made here among the foremost successes in large and small theaters throughout the country, offers definite indication of the facilities and organization available at the

United Studios, Inc.

M. C. Levee, President

Rental Department for Everything Pertaining to Production of Motion Pictures Now at the Service of the Industry.

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Classics of the Screen

Adapted from Popular Plays and Famous Novels—Interpreted by a Stellar Aggregation of Screen Players

To be Shown at Your Favorite Theater Soon

Silver Sheet Animal Stars in High Life

Worth Ten Million Dollars, They Range from Mice to Elephants and Assume Great Importance

BY MYRTLE GEBHART

HUMAN ACTORS would better look to their laurels. Many animals have come into screen prominence recently. Since the early days of films, animals have been used to add an interesting—sometimes suspensive, again comic—touch; but only in the last year or two have the four-footed heroes become individually known to the public. So popular have certain animal actors become that they threaten to eclipse some of our human stars.

Valued at $10,000,000, these newest silver-sheet luminaries include trained dogs and cats, jungle beasts, parrots, lizards, turtles and mice. Several studios maintain menageries, while the citizens of the Selig Zoo are rented out to those producers who have foolishly neglected to sign up a skilled four-footed actor on a contract.

The Selig Zoo boasts over 700 species of animals and birds. The thirty-seven lions that receive their calls for work at Col. Selig's place, and the thirty-five on the Charles Gay Lion Farm near Los Angeles, are but extras, as are the twenty Selig tigers, the leopards and the camels. But they need not despair; their salaries are enviable and seeing so many of their zoo neighbors attaining stardom should spur their own ambitions.

Excluding those individual animal actors whom the public has come to know and like, such as Teddy, Pal, Strongheart and Tony, camels and monkeys are in most demand. But even mice have their screen value. One enterprising chap catches live rats and mice of all nationalities and tribes and rents them to directors for water-front scenes or comedies. Snakes also are often used, enriching the man who has been foresighted enough to provide many of these reptiles for the movie producers. Another man raises snails, lizards and frogs, renting them to the studios for good-sized "talent checks."

Alligators are so frequently employed that now there is near the city a farm of 1800 of these critters, all doubtlessly eager for film glory.

Villains and ingenues, heroes and vampires are to be found among these new stars of the screen. Several of them, like Pal and Buck, worked their way up to stellar glamor from the ranks of the humble extras.

Salaries and Name Values

SALARIES, as with humans, vary according to the box-office value of the animal's name. Mary, the Selig chimpanzee, is insured for the highest amount of any picture animal, $100,000, while Joe Martin's owner values him at the trifling sum of $65,000.

Lions are either sold outright at prices varying from $500 to several thousand dollars or else rented for $100 a day. It is customary for a trainer, whom the animal knows and obeys, to accompany him when, like a cup of sugar, he is loaned to the producers. Elephants bring $300 a day and ordinary monkeys $25 and $50.

The four-footed stars of the cinema are pampered more than many human actors, and I must admit, are more often temperamental. The health of Strongheart, the only dog versed in emotional technique, is guarded like any king's. His entourage when journeying to the snowy North for his last picture included fifty-four animals and the real folks who merely looked after his welfare. Not many brawny stars would admit having been fed on goat's milk, but Strongheart is without shame in the matter and permits them to cart his own particular nanny around wherever he goes to take scenes.

All is not gold that glistens, opine the animals of filmdom, which are given such conscientious care that their value may not depreciate. Imagine being manicured and brushed by a valet, having your teeth worked on and your insides X-rayed, being forbidden to play in the alley and find your own bones—as Strongheart says any gentleman with a bit of self-respect should do.

Twice a year Teddy, the 8-year-old Great Dane, visits a chiropodist and the closest care is given his teeth and health; he frequently has to submit to X-rays that his innards may be interviewed and kept in condition. His food is censored and alley prowls are strictly taboo.

When they travel to location, the four-footed idols have their own automobiles and many of them compete with the human beauties for the title of "the most massaged star in filmdom."

These precautions are necessary, in view of the monetary value that the recent public response to these screen actors' efforts has given them, and the fact, too, that when an animal becomes ill during production it may mean days of idleness for the company. They are more difficult to "double" than are just folks.

"Camels are the most sickly and have to be particularly guarded against cold," one of the trainers told me. "Elephants also are subject to colds during the rainy season and sometimes develop pneumonia. See that lion with the hacking little cough? I'm afraid of tuberculosis. Yes ma'am, I'll say they have it, and it takes a lion off in eight months too. All jungle beasts suffer from rheumatism. The main difficulty in keeping a caged animal healthy is in getting him to take enough exercise. Not having to run and fight for his food, according to his inherent instincts, he becomes lazy."

Filmdom's animals hate medicine the same as you and I do and only by secreting the capsules in their food can they be inveigled into taking it. Elephants have very weak constitutions, but only a wily keeper can put quinine over on the big pachyderm, for he chews up the capsule and spits out the bitter medicine, only being persuaded to take it when it is mixed with whisky, which he gulps down, trumpeting for more. He isn't familiar with the Volstead amendment.

To keep them healthy and good-humored, their food must be at a temperate warmth, the bears being given heated meat and bread soaked in milk. The lion is fed only lean meat, with the bones, to make his

chew slowly and thus aid digestion. Elephants are wheedled into acting by tidbits of carrots and sugar cubes, besides all the hay that they eat every day.

Weary of the Pampering

AWHILE back Ethel, the lioness, widely publicized as a vegetarian, became imbued with doctrines of feminine independence and cut loose and almost ate up the works, including one trainer, before they could chain her down. Possibly she was but giving expression to repressed complexes. Since her spree, Ethel has been most docile and allows them to manicure her nails and brush her ruff without demur, but these attentions to her toilette annoy her exceedingly and I fancy another outburst is smoldering.

Charlie, the big elephant, also tired of being pampered. Deciding that he, being the largest thing at Universal except the "Foolish Wives" sets, ought to display his power, he went on a tear, took the porch off a house and disported himself like a king on furlough at Deauville. Charlie became so ugly that he had to be shot.

Temperamental and remarkably intelligent, these beasts are often difficult to handle. The smaller animals have better minds than the larger. The lion is much more grave than the lioness, probably weighed down by the responsibility of his sex. A lion bred in captivity is much like a big dog and seldom "goes bad." The cubs are quite lovable and you can make them behave by a mere tap on their tender backs.

I've often heard audiences exclaim knowingly, "Bah, that's an old lion." It is a misconception that old lions are used in jungle scenes, for an aged lion has a cantankerous disposition. Animals are seldom whipped to make them act ferocious for the camera, for their good behavior is much to be desired; they are never bullied or forced to act against their will. Usually in serials an old "bad" animal is used for the long shots, a tame one being substituted for the close-ups. Occasionally a red flag is waved before them to temporarily infuriate them. Bears are good-natured but very stupid. Tigers and jaguars are treacherous and vicious. I saw one hyena in one of the studio menageries that had eaten a part of its own tail!

Just why the pachyderms earn so much more than their fellow beasts I haven't figured out, unless it's because they eat more! Certainly they are, next to the ostrich and the camel, the dullest. Docile, they seldom give trouble; and after they have comprehended what is wanted of them, are eager to oblige and want to do the same things over and over. But by the time Mr. Pachyderm understands what action is desired, the director is about ready for a padded cell.

Oscar, one of the big picture pachyderms, weighs over four tons and eats one hundred pounds of hay a day, besides all the carrots and sugar cubes that he insists upon having—positively strikes if they aren't forthcoming! He does all sorts of tricks—throws a ball with his trunk, steps over chairs, climbs ladders, stands on his head, unties ribbons around his ankle, rings bells and holds a mirror clumsily in his trunk, admiring his own beauty. He has mastered a very alluring Spanish trot and I wouldn't be surprised to see him billed as a sensational tangoer some day. He insists upon certain tunes—won't dance to others—and no canned music, but a real orchestra for Oscar.

The Shining Dog Star

HERE ARE MORE dog stars of individual fame than any other four-footed animal. Just like the human actors, there's a family of dog stars, Hap Ward's "lingerie collection." Teddy and Chemise—sometimes called "Shimmie", much to her disgust—pioneered their offspring on the screen. Teddy received $300 a week for years. But Cameo—christened Camisole—threatens to cop Dad's glory, and has achieved far greater fame than brother Knickerbocker.

Cameo is paid $200 a week. She was born in 1919, and being very sickly, was fed warm milk and lime-water every thirty minutes from a medicine dropper until she was old enough to take nourishment from a baby's bottle. To her owner's careful nursing she owes her life. Once Cameo had "Klieg eyes" from working under the powerful lights and now she wears always on the set her pair of tiny yellow goggles. She is called "the Buster Keaton of dogdom," excelling in the comedy-forte. Her portrait has been painted, if you please, by Anna Elizabeth Merrill, a famous artist and dog fancier.

Strongheart is a police dog owned by Larry Trimble and Jane Murfin. As Etzel von Cringer, he served during his puppyhood as a Red Cross dog, being trained like a military machine. Mr. Trimble undertook his screen education when he was 3 years old and changed his name to Strongheart. The main difficulty which the dog had to be taught to overcome was the instinct to look inquiringly at his master for orders. By arranging mirrors about the walls so that each could see the other without a direct look, Trimble broke the dog of this war habit.

Strongheart now thoroughly understands his job of pantomime. Trimble first goes through the action of each scene and shows him what he must do. The dog is 6 years old and weighs ninety-five pounds. But Strongheart cannot quite forget his past. Once, coming into a room where a lady lay asleep on a couch, he paced uneasily beside her, refusing to budge until she awakened and got up, proving herself not in need of aid.

Pal, the 7-year-old prize-winning bull terrier, is insured by his owner, Harry Lucenay, for $10,000. He is given the meticulous care of a beauty contest winner. Recently he visited a dentist and when the seance with the bicuspid plumber was over boasted two gold crowns. He is on a special diet. Also, highest honor of stardom, he has his own press agent!

Rin-tin-tin—which means "good luck"—is the Douglas Fairbanks of dogdom, his most notable stunts being a twelve-foot jump, a broad jump clearing ten men crouched in leap-frog style, and a twenty-foot dive into the water to rescue a human being. He, too, was a German police dog, having been found by Lee Duncan on a battlefield during the war and brought to America and trained.

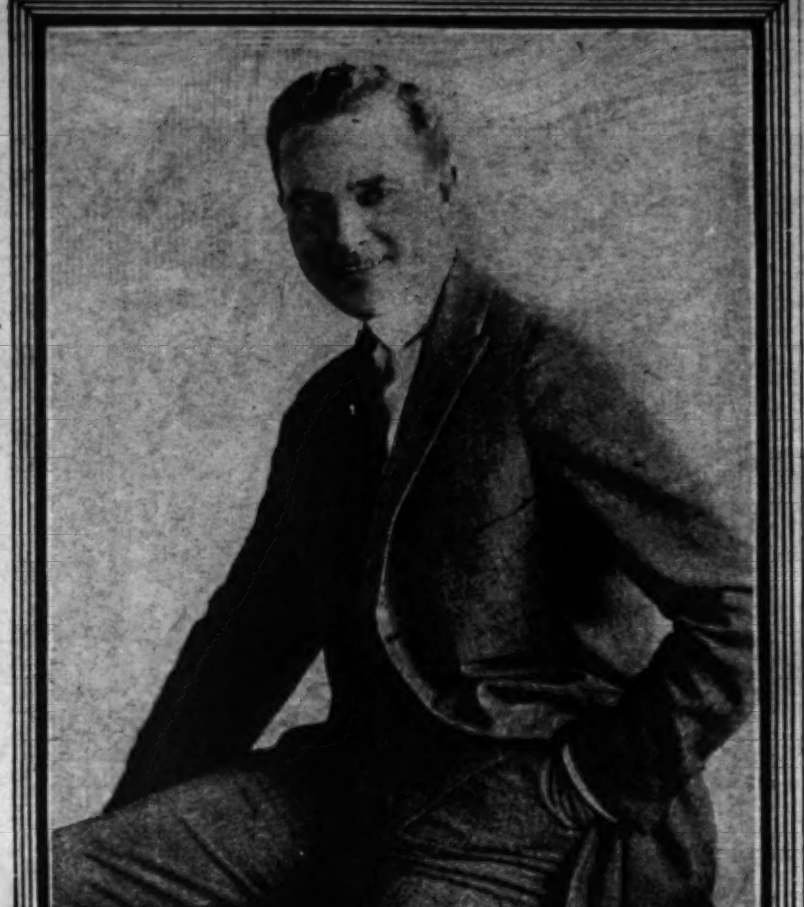
Buck was bought by Hal Roach for $5. This big St. Bernard had a terrible disposition and Roach thought for a long time his five bucks had been wasted. But at last Buck was tamed by his trainer, Mr. Treesh, and now is quite a celebrity. He is 2 years old and weighs 160 pounds.

Satan, who is soon to appear in his first film, is the villain of screen dogdom.

Pepper, the Maltese, had no market value until she began to win film admirers. Now Pepper is quite spittish and demands doubles even for close-ups when the spirit doesn't move her to acting. Indeed, she doesn't mind the long shots much, but close-ups are her pet abomination.

Tony, Tom Mix's horse, cost only $150, but he's insured for $20,000 and his statue stands on a monument in Washington. Tony must have an English strain somewhere, for he stops work promptly at 4 each afternoon.

Mary, the 9-year-old chimpanzee and star of Seligville, is insured for $100,000. Napoleon is a solemn-visaged chimp, upon whose shoulders apparently rests the grief of the world. Possibly "Nap" has read some of the publicity they're sending out about him and realizes the importance of his position. Of the chimpanzees, Snooky is the most versatile. Though a star in his own comedies, he is not above menial work and helps out his master's wife on the maid's day out. I have seen him energetically running the vacuum cleaner over the carpets, working the wringer on the washing machine, and pushing the baby buggy. Snooky could hire out as a domestic any day—maybe he's training for the future when his youth and beauty fail him.



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Lure of Outdoors to Links, Sea and Hills

Thirty-five Attractive Country Clubs About Los Angeles and All Wholesome Sports Flourishing

BY ALMA WHITAKER

COUNTRY clubs thrive in sunny California and there are thirty-five of them now within an easy drive of Los Angeles.

Golf is essentially the raison d'etre at most of them, because there are now nearly 100,000 golf devotees in the Southland, many of them lured hither because of the all-the-year fine climate and because peculiarly advantageous land was available for the courses.

And the old sand greens, once considered necessary on account of our long, dry summers, have almost vanished. Even the Los Angeles municipal course at Griffith Park has solved the problem of water and grass greens and fairways; and so popular has it proved since the erection of a rustic, commodious clubhouse, that a new course has been added, and still the players crowd each other over the week-ends and on holidays.

There are country clubs to suit all tastes and purses, and at least a dozen with first-class championship courses. Water bills often run up to $1200 a month at such clubs as the Los Angeles at Beverly and the Midwick near Pasadena. Between $500 and $600 a month is regarded as a very moderate water bill and occasions no financial tummy aches whatever.

On Magnificent Scale

ONE of the most magnificent of the clubs today is the Los Angeles Country Club, situate about half an hour's run from the metropolis, nestling in the Beverly Hills on the way to the sea. This was once a shabby old windmill in what is now the heart of the city—one of the very first golf clubs in these climes. It had about twenty members in those days. It moved out to its new splendid home about twelve years ago and has grown in beauty, wealth, significance and exclusiveness ever since. Time was when the cost of a membership was a mere bagatelle—now it is something like $2000—and members enter their sons' applications the day they are born.

It now boasts two first-class championship courses and is therefore the chosen scene of many of the largest tournaments. Only last year was invested over $500,000 in that second course.

But exclusive as it is, the Los Angeles Country Club is generous with its hospitality, as indeed are all Southern California clubs. Any golfer in good standing with his own club at home is conceded visitor's privileges, and many conventions have been entertained here to the credit of the Southland.

Golf is not its only interest. It is, of course, a fashionable social center, and its dinner-dances eagerly anticipated events. Its tennis courts see some of the keenest championship events, for which a huge grand stand accommodates the crowds. It also boasts a croquet lawn for that improved version of the sport, which is nothing like the kind so flutterfully enjoyed in Jane Austen's day.

Midwick on a Knoll

THE Midwick Country Club, within fifteen minutes' drive between Pasadena and Los Angeles, is just as exclusive, just as magnificent, but not quite so large. It boasts about 600 members to Los Angeles' 1300. The initiation fee is about the same and the monthly dues slightly higher. Its course is also of championship genre, with the added charm of a real water hazard in a picturesque lake. Its charming clubhouse stands high upon a knoll and commands a view of the whole course. It, too, is the center of much exclusive social activity, especially in the winter, when its many eastern members arrive here on their annual sojourn.

Midwick has also become famous as a polo center and its three teams draw visiting teams from all over the country for the stylish winter events up and down the Coast. Indeed, foreign teams often accept the challenge and thus create international interest in this sport of kings.

Midwick also has a swimming pool, screened with fairy pergolas, that is a never-ending delight for all sorts of aquatic sports, including water polo, high diving and swimming contests.

It, too, has first-class tennis courts where the famous in tennis circles congregate.

The Wilshire is a younger, but equally exclusive, club and enjoys the distinction of being actually in Los Angeles. It limits membership to 600, and its initiation fee to $1000. And it was able to profit by the experiences of its predecessors and start where they left off in the perfection of its course, the convenience of its clubhouse and the conduct of its affairs. Its clubhouse is of very handsome Spanish architecture—and its interior charms are nicely designed to appeal to the ladies, who give many fashionable social functions here.

But not so its links, which are so strenuously championship that even the second line of male golfers find it an exacting test of skill. Hence there is little embarrassment occasioned by intruding female golfers at Wilshire, which is rapidly becoming known as the champions' paradise. Owing to the limitation of membership, there is no congestion of the course, even on Saturdays.

Wilshire is particularly proud of its greens, which have been designed peculiarly for the skilled shot. All slope forward so that the hole is in view throughout the play.

In San Gabriel Vale

THE San Gabriel Country Club is one of the older, still retaining many of its rustic charms, although its clubhouse enjoyed an expensive overhauling and many additional glories last year. They also spent $60,000 more on bringing their course up to championship caliber. It lies in the San Gabriel Valley and is crossed many times by a picturesque arroyo, which forms most of the hazards. It is decorated with many ancient and beautiful live oak trees, which lend artistic charm while not always improving golfers' dispositions.

The San Gabriel is more of a family club and less imposingly exclusive than the aforementioned and many of its 600 members have built charming homes at the edge of the links. A historic old cactus hedge surrounds the clubhouse, which is not far from the old San Gabriel Mission. But San Gabriel has recently raised its entrance fee to $1000 and its stock has trebled in value in the last two years.

It has some very fine dirt tennis courts that are the scene of many gay tournaments, when tea is served on the lovely shady lawns in the shadow of those cacti and bowers of roses.

Toward Mountains and Sea

THE Annandale Country Club is nearer Pasadena and more than half of its members are "winter residents." It built a wonderful new clubhouse two years ago and likewise brought its course up to lofty standards. It has 600 members and its entrance fee has not yet been raised to the dizzy heights of its fashionable sisters. It is very generous with nonresident memberships.

The Flintridge Country Club is only about five years old, but in that brief time it has achieved established popularity. Its location is peculiarly picturesque and its old Spanish-style clubhouse fits charmingly into its environment. It has about 300 members and as yet remains both exclusive and fairly inexpensive. Besides an excellent golf course, it has a swimming pool and tennis courts; and one of its unique charms is miles and miles of picturesque bridle paths through the lovely surrounding hills, hence many of its members pass much time on horseback.

The Hollywood Country Club, out on the San Fernando Road, is also only about five years old, but it, too, flourishes with nearly 1000 members, most of them residents of Hollywood, but very few motion-picture people. A second nine-hole course has become necessary, where it is hoped that many women players will chiefly display their skill. Hollywood is exceptionally nice to the women players, rather laying itself out to be gallant to the sex. Most clubs give them one day a week upon which they have priority rights on the course, but Hollywood declines to discriminate, excepting just with that tactful little addition of the new nine holes designed with a view to special feminine lure.

The cozy and picturesque little Brentwood Country Club is nearer to the coast on the way to Santa Monica and, although it has 600 members, there seem to be few cliques and a general air of camaraderie that is quite delightful. It has numerous motion-picture people among its members—the kind the industry boasts are happy and domesticated. Golf and tennis are its chief interests and its golf course is beloved of women players, lacking many of those strenuous professional features for which numerous clubs have lately striven. Its Saturday-night dinner dances are particularly gay affairs.

The California Country Club at Culver City is another with more modest aspirations. It, too, has many cinema members. The clubhouse is small, but very attractive in the Mission style, and its golf course is highly popular with what I would call the temperate player.

Where Hotel Guests Play

EL RANCHO COUNTRY CLUB is really an adjunct of the Ambassador Hotel and so offers special advantages to its visitors. Membership fees are modest and there is a system by which short-term memberships may be acquired. It has an excellent course laid out by experts, a charming clubhouse, and many players not wishing to join the more expensive clubs are accommodated here very happily.

There are several of these courses dotted around, at which all players are welcome without the formalities of memberships. The Raymond Hotel at Pasadena conducts one of them. And the Hotel Huntington has another. But most of these great residential hotels have arrangements with the large, exclusive country clubs by which accredited visitors may enjoy the sports.

The Pasadena Golf Club, for instance, while in every sense a club, nevertheless has affiliations with the fine Pasadena hotels—the Maryland, the Huntington, the Green, and, I believe, the Vista del Arroyo. It is about a 15 minutes' drive from Pasadena in the Altadena foothills, with a most impressive view of the majestic mountains for background. And the barranca which crosses its course at many points forms approved hazards. Its course is full-sized and well maintained. There is also a fascinating swimming pool, nestling beside the small, but highly comfortable, clubhouse. A feature of this club, too, is the bungalows which may be rented for a nominal sum, with meals provided at the hotel or from the clubhouse.

And talking of bungalows, the Sunset Canyon Club specializes in a membership which also carries a cabin or bungalow when desired. So it forms a delightful colony of devotees, who inhabit the cabins over week-ends and for holidays.

Redlands, Riverside, Claremont, Long Beach, Glendale, Redondo, Santa Barbara, San Diego and Coronado all boast one or several good country clubs, each with its own charms, its own characteristics, and claiming from 300 to 600 members. The Orange County Club at Newport Harbor is unique as a seaside course, situate high on the bluff and many of its most unusual holes being played from or across the cliffs. Catalina Island has a golf course and clubhouse, too.

Then there is the Hill Crest Country Club on Pico Boulevard, toward the sea. This, although comparatively young, is a Jewish enterprise that is proving a happy success. Its tournaments are gay, attractive events, which most of its 300 members patronize with zest.

Tennis and Swimming

SOUTHERN CALIFORNIA is famous for tennis and there is, of course, ample provision for its devotees. Tennis courts abound everywhere, private residences, hotels, clubs and the city all catering handsomely to the players. One of the most attractive clubs is that at Santa Monica, the

(CONTINUED ON PAGE THIRTEEN)

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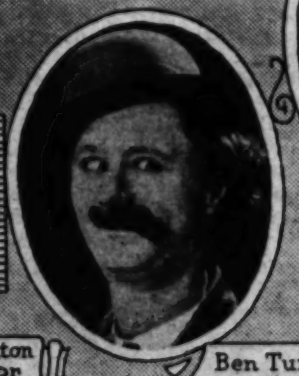
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Casting for Sea Bass or Golden Trout?

All Kinds of Fishing, From Ocean Depths to High Mountain Lakes, Bring Southern California World Fame

BY ERNEST M'GAFFEY

EVER since the days when Antony and Cleopatra fished for tunny in the salt waters of the Egyptian seas, and even many ages before that, the sport of angling has been the most popular and widespread recreation known to man. In the tropical seas, the dark-skinned native will be found trying to catch a mess with a line of twisted cocoanut fiber and a rude bone shank for a hook, and in polar wastes the Eskimo cuts a hole through the ice and fishes either with a line or a spear. In civilized countries, the sport has been brought to a perfection which entitles it to be called a science. The inventions produced for fishing in all of its various branches run into the thousands, and innovations are brought out every year for the attraction of anglers. It is really the universal sport of the world.

In Southern California fishing is a perpetual recreation; and taking into consideration the different varieties of angling, both in salt and fresh water, it can be conservatively stated that no other regions anywhere can match it.

The most unusual and picturesque hook-and-line sport in Southern California waters is undoubtedly that with the large ocean fish. These include principally the tuna, the swordfish, both the Marlin swordfish and the species known as Xiphias Gladius—the broad-billed swordfish—the giant sea bass, the yellowtail, the white sea bass, the albacore, the dolphin and the bonito. There are many smaller fish caught in the Pacific, including the flounder, halibut, rock bass, silver trout, Jack smelt, English mackerel, mackerel, barracuda, corvina, pompano, spotfin croaker, yellowfin croaker, sheepshead, saltwater perch and other varieties.

Taking the Big Ones

SEA fishing for big game—the swordfish, tuna, yellowtail, albacore and white sea bass—is in a class by itself and found all along the coast, although finest around Santa Catalina Island. The angling in this particular region has been made famous by the writings of the late Dr. Charles F. Holder, one of the presidents of the Tuna Club, veteran with the rod and a writer of rare descriptive power.

In considering the deep-sea angling as it relates to the size of the fish brought to gaff, it is interesting to note the weights of a number of the big ones which did not succeed in getting away. Tuna, ranging in weight from 150 pounds up to 251 pounds, have been caught at Catalina Island. Marlin swordfish, ranging from 200 to 340 pounds, have been captured. The broad-billed swordfish of the Xiphias Gladius species have been taken, running as high as 463 pounds. Of the giant sea bass, or Jew fish, specimens have been brought in ranging from 282 to 493 pounds. Yellowtail run smaller, ranging from twenty-seven to sixty pounds. The records of white sea bass show fish caught weighing from thirty-four to sixty pounds. Of albacore, the record fish run from thirty to sixty-six pounds. All these records have been kept at Catalina Island.

Fine fishing for tuna, yellowtail, sea bass and other of the large kinds is found off Long Beach, at San Diego, off the Channel Islands adjacent to Santa Barbara, and many other points along the Pacific Coast. Anglers from all parts of the world have come to Southern California to play these gamy deep-water denizens, and are visitors regularly every season.

From Boat, Pier and Shore

THE fishing for the big fellows is practiced with light and heavy tackle, and prizes are regularly awarded for the largest specimens in the various kinds of fish named brought to gaff on both kinds of tackle. The fishing, of course, is done entirely from boats, and the bait used is usually flying fish or live bait of some variety. Several kinds of sharks appear in these waters, and they not infrequently take the bait and furnish a lively fight. Some of the larger tuna and swordfish put up a fierce battle and are sometimes not exhausted for as long a period as two or three hours. Deep-sea fishing is a wonderful sport and has thousands of devotees who follow it year in and year out.

Another most fascinating form of sea sport is surf fishing. This is carried on practically all the year, although best from April to November. Corvina, spotfin croakers, yellowfin croakers and perch are most generally caught. Clams, spile worms, mussels and other bait are used. This kind of fishing requires experience on the part of the angler to make it successful, but is one of the most enjoyable classes of angling practiced. Many women are experts at surf fishing. The sport can be enjoyed under the most picturesque and pleasant conditions.

Another form of fishing in the salt water is afforded by means of boats which are rowed out to the kelp beds. Sea bass, mackerel, yellowtail, smelt and a number of other varieties of fish are caught.

Surf fishing in Southern California

Swordfish caught off Catalina.

Pier fishing

Deep-sea fishing

Still another way is fishing carried on from the various piers and landing-places extending into the ocean. Mackerel, smelt, halibut, bass and occasionally one of the huge black sea bass, or Jew fish, are hooked. Clams, sardines, live smelt, fresh or artificial minnows, mussels and other fish are the bait, and when a run of mackerel is on, or of other fish, the piers are packed solidly with expectant anglers.

Famed for the Trout

FOR trout fishing, Southern California has long been noted. The native varieties of trout, such as the rainbow, the cut-throat, the golden trout and others have been added to by importations, such as the Loch Leven, the brown trout, the eastern brook, and certain varieties of lake trout. Practically every stream and lake is stocked with rainbow, cut-throat, Loch Leven, brown and eastern brook trout. The California Fish and Game Commission supervises the propagation of game fishes in the State, and to its indefatigable efforts is primarily due the fine fishing in the rivers and lakes.

Some of the smaller streams, although stocked plentifully by the commission, become fished out to a certain extent early in the season, owing to the enormous flocks of anglers that descend upon them during the opening weeks. But these streams are replenished annually and never allowed to become fishless. In the larger streams and lakes, the fish have a better opportunity, and in hundreds of these fishing is constantly good.

In some parts of Southern California, particularly in Inyo, Mono, Tulare and Kern counties, the trout fishing is superb. The scenery in these areas is wonderfully beautiful, the rivers flowing through magnificent canyons, and the lakes, for the most part, being situated among mountain scenery of surpassing grandeur. Many of the best lakes and some of the most famous trout rivers can be reached only by packing in with saddle horses. Once reached, these angling waters will be found to be literally alive with trout. No finer fishing can be found in the world than can be obtained in many of these lakes and the upper reaches of the mountain rivers that flow into some of them. Pack animals and guides are available at many points in the high mountain counties, with camp equipment and everything necessary for the comfort and convenience of the angler.

A two weeks' trip or a month's outing among the mountains and forests of the northern tier of counties in Southern California will give even the most blase angler the thrill of his life. There are no mosquitoes to amount to anything in these high altitudes, the air is glorious and the surroundings of the most romantic and beautiful character. Trout fishing de luxe, indeed, can be had in these waters, and either the dry fly or the wet fly enthusiast has worlds of opportunity to test out his particular branch of the science of angling.

A great many of the streams and lakes can be reached by automobile, but naturally enough such waters are likely to be fished out earlier in the season, where the trout can be found in numbers.

The rarest and most beautiful trout in the world is found in the waters of these upper lakes and rivers—the golden, of several varieties. The golden trout of Volcano Creek, Salmo Roosevelti Evermann, is the most brilliant of all, a perfect blaze of color, ranging from light yellowish olive to a bright golden yellow, deep orange, red and some black and white. The golden trout were first found in the headwaters of Kern River and some of the creeks there, but their distribution has been extended considerably by the efforts of the Fish and Game Commission. The golden trout run small, a pound fish being a good-sized one, but they are very gamy and delicious eating.

Here's a Hard Fighter

ONE of the hardest-fighting trout in Southern California waters is the steelhead, Salmo Irideus. The steelhead enters the streams from the Ventura River in California northward for the purpose of spawning, and then returns to the sea. It is an excellent food fish and often runs very large, from three to ten or twelve pounds. When steelhead can be found in the surf and the fishing is had there in salt water, especially with a strong tide, it is considered by a number of anglers as being the very cream of all trout fishing. The steelhead is a fighter from the start and will give the most skillful angler a royal battle.

The rainbow is the trout which is most generally distributed throughout the Southern California waters, both in the lakes and rivers. It is a superb fighter.

The eastern brook trout is a remarkably gamy fish, and one noted for its wariness. They do not thrive, here in Southern California, in the fast, rushing mountain streams, but do well in all pure, cold water that contains sufficient air, including lakes and ponds. They have the widest distribution in Southern California of any introduced fish. They are very handsome, barred with dark olive or black, with red spots, and with the belly usually red. The lower fins are fringed with white.

The brown trout and the Loch Leven are two varieties which have been introduced in Southern California waters since about 1894, and the stock has been crossed in a number of rivers and lakes, producing a hybrid which partakes to a certain extent of the characteristics of these fish.

Trout angling is the inland sport, par excellence, of resident and visitor alike, and hundreds of thousands of splendid fish are brought to creel every year.

The introduction of the large-mouth black bass into Southern California waters was an experiment which has met with eminent success in practically every place where it was done. These fine game fish took kindly to their surroundings here and are now thriving splendidly in many of the lakes. The small-mouth black bass have not proven such a success so far. Bass fishing can be had with live bait, artificial flies, plugs, worms, pork rind and other bait. The scientific way is with artificial flies, using a single hook. Bait fishing with live minnows and crawfish, using a single hook, affords the most excitement.

Casting for black bass with the artificial fly is a sport which requires skill and experience, and every fish caught in this manner is a triumph of the angler's art. Many of the lakes and reservoirs in Southern California where black bass are found are situated amid beautiful surroundings.

Taking all in all, with the salt-water fishing and fresh-water fishing combined, Southern California waters offer to the angler an infinite variety of luring sport. During the season an angler may go, in a short time, from the salt water, where he can hook a 100-pounder, to the habitat of the golden trout where a one-pounder is considered a good size. Or he may, if he chooses, indulge in the pleasure of deep-sea fishing, surf fishing, trout fishing and black bass fishing all in less than a week's time.

Just landed

Tuna caught in Los Angeles waters

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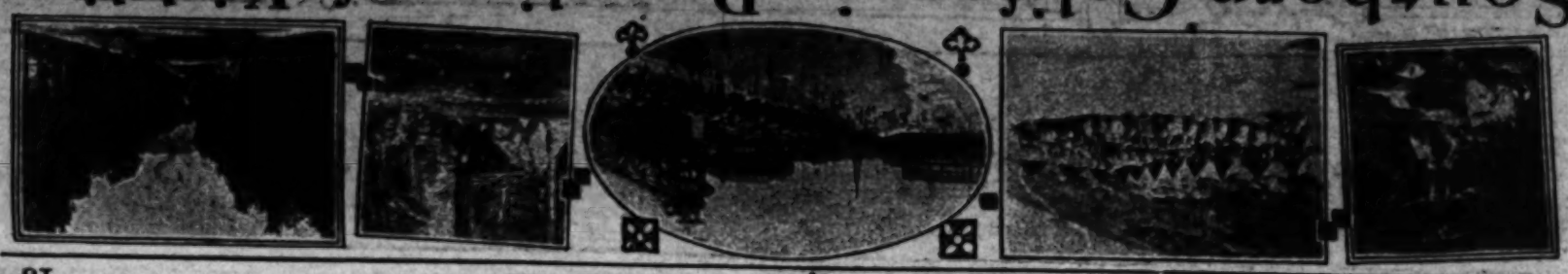
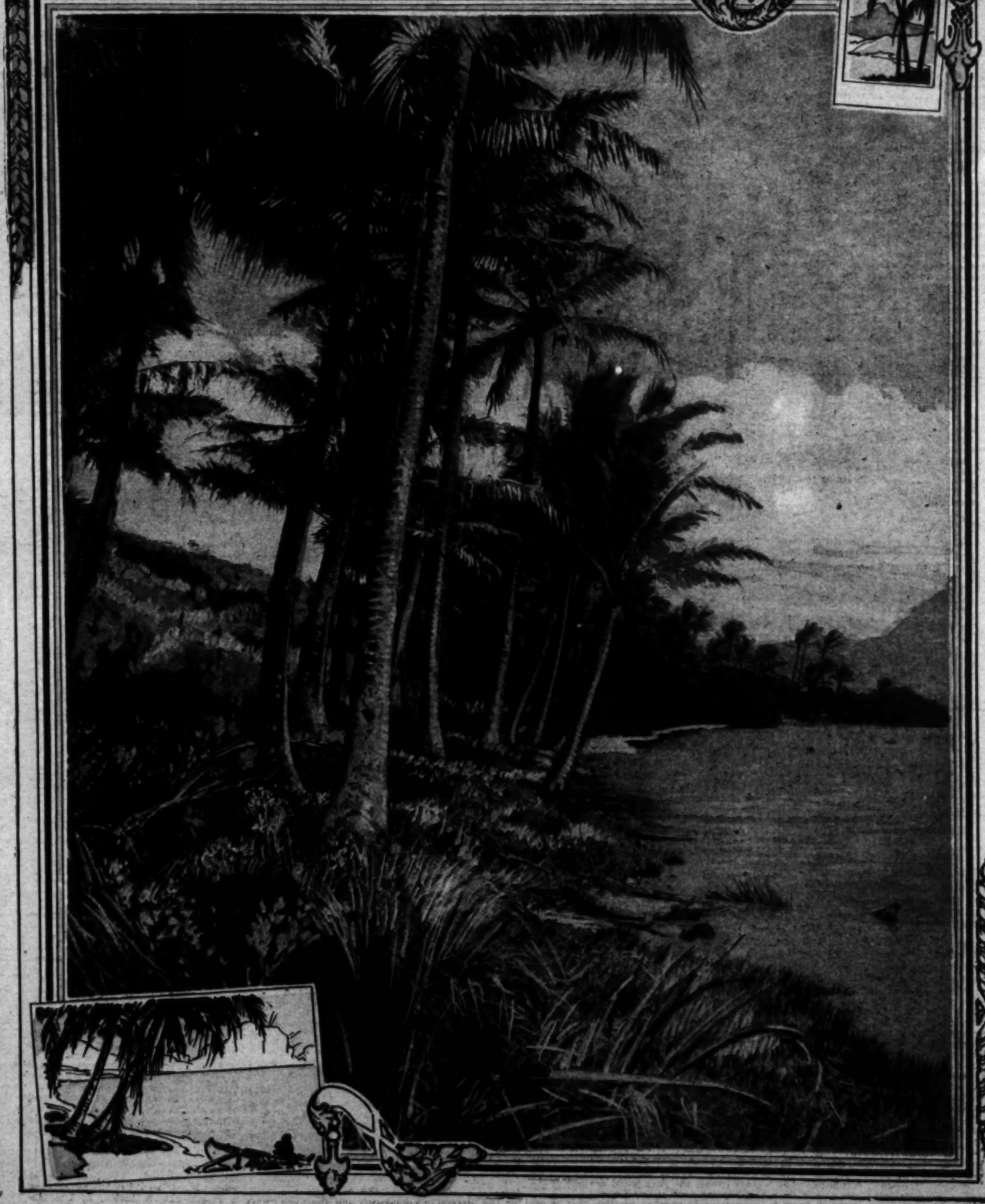


Sunset's Soft Glory in the Hawaiian Islands

Where Cocoanut Palms and Other Vegetation are Bathed in Liquid Sunshine.



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Rosita

PHOTO BY K.O.RAHMN

MARY PICKFORD KNOWS ALL ABOUT IT

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Watch for "The Thief of Bagdad" in your city

Douglas Fairbanks as The Thief of Bagdad

PHOTO BY CHARLES WARRINGTON

PORTLOW

Southern California Paradise of Kiddies

Schools Develop the Best in Them and Climate Makes Them Healthy, So They're Doubly Blessed

BY WYNONAH B. JOHNSON

THERE used to be a quotation to the effect that all good Americans would go to Paris when they died; now it is promised that all good children may go to California while they live!

In olden times, grown-ups thought of the State as the end of the rainbow, the promised land, as far as the family fortunes were concerned, but they hesitated to come en famille because of the children—partly the hardships of travel, partly the fact that it was a new country, and if there were not educational advantages for the youngsters what booted it if the mines of Golconda were found?

Nowadays they realize that the wealth lies in the heritage of the children who are fortunate enough to be native or adopted sons and daughters. There is, no doubt, for instance, that this is the most healthful place in the country wherein to bring up youngsters. The climate has no extremes, so that the delicate child must be shielded. It is outdoor climate from one year's end to another—always. Cool and sunny, with pure air wafted over the mountains and in from the ocean, stimulating enough to bring roses to pale cheeks, most of the weeks the kiddies may be out from dawn till twilight. And the rich have no monopoly on it, either!

Last season the papers were full of the fact that the college boys and girls recruited from Southern California established a new record in physical development. Inquisitive doctors measured and weighed and found the average lad or lass actually huskier than his eastern brethren. This caused the takers of statistics to ponder and catalogue the kiddies of the Southland, and they were found to be a whole notch ahead of other youngsters of the same years, which the doctors credited to the climate and the advantages of living out in the open air practically every day.

Education at the Door

SINCE health, as the first thought of every parent for his child's advantage, is proven in this Paradise of Children, one next takes the question of advantages. What is it Southern California has to offer her junior citizens? First, an unparalleled school system. The greatest increase of any city system in the world in the past ten years, the most teachers engaged for the numbers of children is Los Angeles' showing. Kindergarten schools, primary schools, intermediate schools, junior high and regulation high schools—they honeycomb the municipal and country districts, for the consolidated and central schools of the fertile outside lands are the pride of the State. They literally bring education to the child's door.

There are steadily increasing numbers of pupils, and the system is compelled to rear new schools each season, while it utilizes the typical western bungalows and fresh-air buildings. Body, mind and soul, the youngsters have the best training that science can devise and money buy, and the regularity with which California children win prizes offered for essays, orations, art subjects and physical contests, from swimming and tennis to running, through the list of American and imported sports, testifies eloquently to the training they receive along these and other lines.

Do you know the part-time school system of Los Angeles and its environs? It is unique in school history. A boy or girl to whom work is a necessity may get a permit through the Child Welfare Bureau, but must attend this school regularly half a day until 18 years of age. The boy specializes in a commercial career or takes up general shop work, bricklaying, book-keeping, commercial art, and his sister may take those of dressmaking and kindred necessary subjects.

Thus boys or girls have every chance for general education and specialized work in which they are talented or interested. It is theirs for the taking; there need be no scrimping and saving for "going off to school," since it is right at hand, both the general and the specialized.

Southern California is the mecca for those with talented children. Is the youngster graceful and full of rhythm? Here are dancing studios unlike those of other places; outdoors, on the greensward, by clear pools or in woodlands, trained teachers lead the lithe young bodies through the intricacies of classical or eccentric dancing—through the exercises and posturing which make for gloriously developed bodies, and, incidentally, for grace and beauty.

Did you know that there are more swimmers among the youngsters of Southern Californis than in any other given region of the country? Did you realize how very wholesome and developing water exercise and sports are, and that one can go into the ocean almost every day here? There is little difference in the temperature of the water in July and on Christmas. Pools and tanks offer intensive training opportunity, while the ocean, itself, gives the small mermaid and her brother the playground they crave.

During the past summer, there were unique children's concerts at the Hollywood Bowl, where thousands of youngsters had the privilege of hearing master musicians play. The various instruments were identified and demonstrated for the coming citizens, and the children listened to balanced programs, then wrote down the selections and composers they recognized—work which paralleled smaller programs they had at school during the year. Thousands of children "taking" musical appreciation—do you get that? In what other section of the country do you know of such privileges for the ordinary child—the chance to have his musical taste cultivated and the love for good music instilled in him?

Each May there is a festival in honor of the teller of fairy tales, Hans Andersen, at Elysian Park in Los Angeles. There thousands of children listen to story-tellers and then give their own interpretation of the beloved tales, dancing and acting the stories, clad in filmy garments designed and made by themselves and older schoolmates, under the direction of their teachers, accompanied by children's orchestras.

These orchestras dot the city, forming a web of coming musicians, for all a child needs is a love for music, and the teacher assists him in getting any instrument he craves from the orchestra department, sees that he has instruction, and conducts the smaller units, which give yearly concerts that are the pride and delight of the community.

Play and Development

HEALTH, education, training in the gentle arts—what more can one wish for his children? Sunday-schools and religious training is not confined to the winter season; there is the vacation Bible school the kiddy may attend, which is partly religious instruction, partly manual training. Surely one could scarcely desire more. Happiness goes hand in hand with freedom, and in the multitude of parks and playgrounds the children's theater movement, the orchestras and dancing schools, the opportunity for play and development go together.

And then—what article on the Paradise of Children would be complete without the mention of the motion pictures? The Child Welfare Commission is allied with the studios in seeing that the youngsters get their chance for name and fame, and yet have full protection from too-ambitious grown-ups. The time spent on the sets or on location is rigidly regulated, and the movie children get exactly the same educational advantages that their small sisters and brothers do, for the city teachers go forth with them and they cover the identical work that their class is doing. Some parents, proud of their child's beauty or talent, look forward to seeing him or her on the screen and dream of the plaudits which will sound—and the monetary advantage for the child's future.

California is developing arts of its own. From its ranks are recruited the country's dancers and musicians, the athletes and game champions—all making history every day. From its ranks are recruited men and women of science, and of the arts, for the open spaces and freedom of the West are well calculated to permit the rapid advancement of thinkers and doers in various lines. The citizens of tomorrow are the children of today—and it is such children as ours, brought up in this environment, that will make the golden records on the pages of our country's history.

ALLURING ISLES

(Continued from page 6)

high degree of heat. Those fountains are a dull red. One can look at the flame for hours without feeling strain on the eyes. The tests made by the observers show that the heat at the surface is not greater than 2100 degrees. A temperature of about 3200 degrees is necessary to melt iron or steel.

More puzzling still, the lava bed is hotter at the surface than in the depths. The observers succeeded in sinking a steel tube thirty feet into the mass; and the thermometer within registered only 1500 degrees.

Fire From the Depths

STUDY of this pit does much to enlighten the observer as to the true nature of a volcano. It seemed conclusive to me that volcanic action is the explosion of a gas that originates far down in the earth and ignites when it comes in contact with the oxygen in the air at the surface. This explains why the surface is hotter than a few feet below.

On one side of the pit the circle is broken, where the lava overflowed two years ago. Half way down that side I discovered a glowing spot in the crevice of the wall. It was molten like the fountains; but there was nothing dripping down into the pit. If the molten lava came from the bowels of the earth there would be an overflow there. But it burns just like a gas jet.

According to the native tradition, Pele, the goddess of fire, has her abode in the pit. If this be accepted, she must be a charming, well-mannered divinity, except when her passions are aroused. But, apparently, she is hot-tempered and inclined to flare up occasionally.

The volcano gives one the impression of viewing the world still in the making.

Yes; I saw the hula dance, but not as it was originally performed by the Hawaiian maidens before their chiefs. The grass hula skirt is a foreign importation, as is the ukulele. As originally danced the maidens wore no skirts. They displayed their charms nude before the chiefs. It was a mating time, when the favorites were selected for the harems of the nobility.

The imitations which I saw were wearying. There was no graceful foot action and no rhythmic motion.

Bathing by moonlight in the surf is itself worth a trip to the islands; but not on the overadvertised beach of Waikiki. Only the tourists go there. The natives and the residents know stretches of sand where there are no rocks and less boisterous waves.

LURE OF OUTDOORS

(Continued from page 10)

home of the famous Sutton sisters, and its weekly events the year round are one of the most regular social attractions.

Swimming is another pastime that is enjoyed the year through in our sunny clime, but during the summer certain of our beach rendezvous become peculiarly attractive. There is one favored spot near the Crystal Pier at Santa Monica which simply bristles with celebrities—society, screen, the arts, sciences and big business all meet there in bathing negligee in distinguished and carefree gathering. There one may see all the celebrated beauties in their most stunning bathing suits, basking on the sand or doing stunts in the water; all the matinee idols whose portraits adorn the magazines.

The Southland coast is one long line of bathing delights and every week-end automobile loads of bathers are lined up for miles and miles at every beach. And the coast boasts numerous adorable inlets where still-water bathing and swimming can be enjoyed and where the great water regattas are held.

Catalina offers all sorts of joy to the bathers who find the breakers too strenuous—just a smooth, voluminous swell at Catalina, which is dotted with picturesque cave nooks all round its coast.

Yachting for the World

YACHTING has become so popular a sport that we expect to have soon the international significance of Cowes in England's Isle of Wight. Southern California is destined to be the yachting center of the world. Progress here has been tremendous. Those aforementioned still-water bays and inlets provide seductive joys for the small craft and the regattas, and for the attractive clubhouses and the open sea for great races. There are stylish yacht clubs at Wilmington, Newport Bay and Catalina where commodores preside and commodores' wives reign over joyous maritime social gatherings. The harbors are full of every type of craft from the classiest yachts and cruisers on the main, racing motor boats and luxurious motor launches to the humble, but enterprising, little kicker boat with its smelly, but capable, tiny engine—the flivver roadster of the seas. The California Yacht Club, Wilmington, has 1500 members, a beautiful clubhouse, a pleasure fleet of 450 craft, and is the largest on this coast.

Catalina Harbor at Avalon is a joyous sight, crowded with this democratic and piquant array of seagoing craft—for it is within such an easy run of the mainland and forms a favored destination for short voyages. And oh, the merry parties that take place aboard those yachts! There are fairy islands dotted about the coast for longer runs all the way from Monterey to San Diego.

With so many gorgeous mountain trails luring one up the lofty Sierras, with the country abounding in beauteous foothills and canyons, both by mountain and sea, hiking is naturally one of our most popular sports. And the ardent, ambitious, record-breaking mountain-climber or those who just go "for the fun of the thing" can all find their hopes realized.

Carvings From Soap

Miniature California missions, carved from white soap and arranged in landscapes, were a unique exhibit offered by Los Angeles school children last year.

Two Great Hotels — in Los Angeles

offer to visitors and residents alike that Hospitality for which California has long been famous.

The Ambassador

A Resort Hotel within the city offering more varied attractions than any other hotel in the world for the entertainment of its guests.

27-acre Park and Gardens. ***Open Air Plunges.***
The famous "Cocoanut Grove" for Dancing.
Miniature Golf Course (on grounds.) ***Tennis Courts.***
Motion Picture Theater. ***35 Smart Shops.***
Convention Arena and Gymnasium.

Complimentary Guests' Picnics and various indoor amusement features constantly planned for the entertainment of guests.

The Alexandria

A famous hotel in the center of the Theater, Shopping and Banking districts. Epicures from all parts of the world have praised the distinctive cuisine of this hotel. Franco-Italian Room, Peacock Room and Ball Room for entertaining. Self-Service Restaurant on lower floor.

Rancho Golf Club

available to guests of both hotels. One of the sportiest 18-hole courses in the West.

At each of these hotels the RATES ARE MODERATE.

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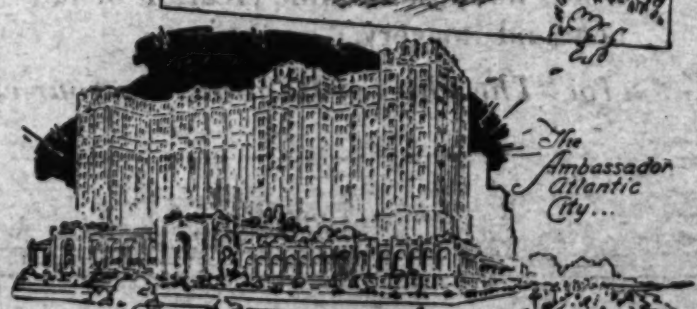

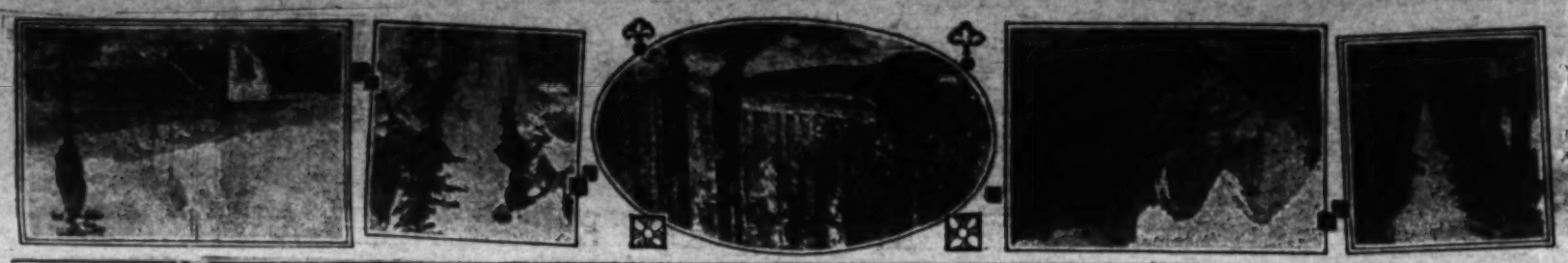

SEEING AMERICA

(Continued from Page 3)

found an institution which had offices in every county in the southern part of the State, and employing 800 men and women in its service-giving program for the benefit of its members and the traveling public.

We were furnished with our license for traveling in and through California by the club officials, with various itineraries for one and two-day trips leading out from Los Angeles, with road information and maps concerning the various highways of the southern part of the State, the beaches, missions, manufacturing, agricultural and horticultural districts, locations of hotels, garages, automobile camps, fishing and hunting territory, and everything possible which would render our motoring trips throughout pleasant and free from delays.

Of our subsequent stay in Southern California, and our drives to various outstanding points of interest, a volume alone would be necessary to even furnish an outline. We traveled to Tulare county and saw the giant redwoods in the General Grant and Sequoia National Parks; we motored up the coast route to Santa Barbara, the city noted in Richard Henry Dana's American epic, "Two Years Before the Mast;" we penetrated the wonderful mountain-lake country in Inyo and Mono counties; we traveled through the manificent citrus-growing areas in Orange, Riverside, San Bernardino and other counties; we visited the oil fields in Bakersfield, over the celebrated Ridge Route; we traveled the Rim-of-the-World Route Highway, suspended in the clouds; we saw the lakes of San Bernardino county; we covered again the route along the San Diego county coast and penetrated to some of its magnificent back-country scenic wonders; we visited some of the golf links and country clubs in Los Angeles and other places; and, in many ways, steeped ourselves in the myriad wonders and attractions of this thoroughly marvelous outdoor paradise of the Southwest. And in all our journeys we were met by the guiding and warning signs of the Automobile Club.

After a little over a month's stay, we drove again to the Auto Club offices and, applying to the Touring Bureau, were furnished with a mileage itinerary back to New York over the National Old Trails Route, which includes in its course the once-famous Santa Fe Trail from Missouri to New Mexico. Bidding good-by to the officials of the club, who had been so generous with their courtesies to the Jackson family, we left Los Angeles for our home in Gotham, intending to cover 142 miles the first day to Barstow.

Out Over the Desert

FIRST day return: The first 104 miles were paved and we easily made splendid time. The other thirty-eight miles was over fair desert road. We reached Barstow early in the afternoon for our night's stop.

We found the desert areas one of the most intensely interesting features of our entire trip. The stillness, loneliness and grotesque surroundings of the southwestern desert have, notwithstanding the somberness of their environment, a solemn majesty. It would seem almost as though the Creator had set apart such wastes and remote places as a sort of mourning cloister in the temples of Nature. Yet, we had passed through hundreds of miles of this kind of country, which, transformed by irrigation, had been made to blossom as the rose.

Second day return: We got out early from Barstow next day, our first objective being Ludlow, fifty-five miles away. Half of this was good dirt road to a point seven miles east of Newberry. From there to Ludlow we struck oiled macadam, but it was pretty choppy and we did not hit up more than twenty miles an hour.

Leaving Ludlow, we sailed for Needles through Danby over a stretch of desert road to Amboy. East it was good oiled road for fourteen miles and improved desert road into Danby. From Danby to Needles, the road was in good shape. All typical desert country.

Mountain peaks and ranges lent a picturesque variety to the desert scenery along this part of the journey. To the student of unusual Nature, there is nothing more fascinating than driving through the wonderful areas of the Mojave. Giant cacti, sage brush, barrel cacti, Joshua trees and leagues of tawny-brown sands meet the eyes in every direction. Here and there a ranch house was seen. At Needles we had luncheon and pulled out for Kingman, sixty-nine and one-half miles. We found a rough stretch through Oatman, and crossed the Colorado River at Topock, below Needles. Topock was our second introduction to Arizona. At Kingman we stopped at the official hotel of the Auto Club, and at all those on its list. We had splendid accommodations and utmost courtesy.

Third day return: Our third day called for only 125 miles, the first ninety to Seligman. Exception of a mile near the Truxton Indian School, the entire distance was like a boulevard and we rambled. From Seligman to Williams the road was good. We passed the night at Williams.

This part of the country is a repository of American Ancient History. The tribes of the Stone Age dwelt in this region, some of the ruins of their dwellings being estimated as approximately 2500 years old. A number of places where they flourished can be reached by side trips from the National Old Trails Highway. From 1690 to 1767, a period of seventy-seven years, the Spanish Jesuit missionaries toiled here and were succeeded by the Franciscan fathers, who labored an additional sixty years among the Indians.

In Stupendous Gorge

FOURTH day return: We started at daybreak from Williams and turned at Main Station for our long-looked-for side trip to the Grand Canyon of the Colorado. It was sixty-eight and one-half miles, which, together with the ten miles we had already traveled, made seventy-eight and one-half miles to the canyon.

We have all regretted that we did not stay at least two days to view this wonderland! Hewn from its surrounding rocks and set in Nature's temple as the handiwork of the Almighty, it stands a creation beyond the puny power of man to memorize or copy. Much as we had marveled at other scenes, this impressed us most of all. We spent a number of hours viewing the mighty gorge from various points and then returned to Main Station.

Starting out again, we drove to Flagstaff and thence to Winslow. Between milepost twenty-three, east of Flagstaff, and Winslow, no work had been done on the road for a long time, and this is an extremely rocky stretch of Arizona. The last twelve miles to Winslow was very hard traveling and we were pretty well tired out. We turned in early and slept soundly, rising in the morning at 5 for a journey of 226 miles to Datil.

Fifth day return: The first lap was from Winslow to Holbrook, thirty-three and one-half miles; the second from Holbrook to St. Johns, sixty-eight miles; the third from St. Johns to Springerville, and the fourth of ninety-two and one-half miles from Springerville to Datil. We took the new road on the north side of the railroad and made Holbrook in an hour and fifteen minutes. An interesting feature was the Morman settlement of St. Joseph. We were on a gradual southeasterly course and the Santa Fe Railroad and the Little Colorado River lay south of us on the trail.

Still driving southeasterly from Holbrook, we reached St. Johns and stopped for luncheon. We had found a remarkable phenomenon spread before us between Holbrook and St. Johns in the shape of the Petrified Forest, where great groves and masses of trees, turned to stone through some mysterious process in Nature's chemical laboratory, lay scattered about. We parked the car, walked into the forest a few miles to see some of the larger trunks, and brought back specimens of the stony formation.

Proceeding from St. Johns to Springerville, thirty-two miles, we started in to cover the remaining ninety-two and one-half miles to Datil. Boulevard conditions from Winslow to Springerville were good, and exceptionally good highway on to Datil, with the exception of forty pretty rough miles.

Older Than History

THIS part of New Mexico, according to our host at St. Johns, was once a prehistoric area holding eleven towns, containing 40,000 natives. These desert pagans built chapels, handsomely trimmed and painted, and dedicated them to the devil to rest himself in as he went from one town to another. The scenery was extremely picturesque, and Louise and Tom were busy with their cameras at many points. We stopped for the night at Datil, finding an excellent hotel and superior accommodations.

Sixth day return: We arose betimes with an itinerary of 211 miles to cover to Santa Fe. We drove clear to Albuquerque, 145 miles, before stopping for lunch and found there a very old landmark. The proprietor of the hotel at which we ate our noon-day meal told us very interesting incidents in connection with the city. From 1700 to 1822, Spanish rule prevailed. In 1804 William Morrison of Kaskaskia, Ill., made the first trip over what afterward developed as the Santa Fe Trail—now the National Old Trails Highway—to trade with the residents of New Mexico. He reached Santa Fe in 1804, the territory then being under Mexican rule.

From Albuquerque to Santa Fe, we had sixty-five miles to go, ten of which was paved, thence an excellent gravel-surfaced road to the foot of La Bajada Grade. We drove from the foot to the summit in ten minutes. All the turns had been widened and the entire roadbed surfaced with fresh rock. We reached Santa Fe and excellent hotel accommodations. All this part of New Mexico is steeped in interest and offers an infinite variety of scenery.

Seventh day return: We left Santa Fe early for Las Vegas, seventy-five miles. The trail had been recently graded and surfaced with gravel between the two cities. The hotel-keeper at Santa Fe told us this was formerly one of the worst stretches on the entire journey. From Las Vegas to Springer, sixty-nine miles, was covered before luncheon, along in the afternoon. From Springer to Raton, where we stopped for the night, is forty-two miles. The accommodations at the hotel were very good, and, as usual, the Jackson family slept the sleep of the just. We had been wonderfully favored with open weather so far and the outdoors had given us not only powerful appetites, but an irresistible inclination to slumber exceedingly soundly.

Climbing Into Colorado

EIGHTH day return: From Raton we were billed to drive to Holly, and a few miles beyond Raton we crossed into Colorado, stopping at Morley for supplies. Raton Hill is encountered immediately upon leaving the town. While the summit is a little over 8000 feet, the road is never closed more than an hour or two and only during the winter when severe storms occasionally descend upon it, according to the information given us at Morley. We made the hill easily over good gravel-surfaced road. From Trinidad we started for La Junta, eighty-six miles farther, and stopped there for luncheon.

From La Junta to Lamar, and from Lamar to Holly, we traveled in the afternoon, and we turned in at Holly for the night. There was good gravel-surfaced and well-graded highway all along, with a few creeks and washes and an occasional chuck hole.

We beheld largely a ranch and cattle-raising country. North of Lamar, a picturesquely dressed cowboy told us of the Arickaree Fork of the Republican River in Colorado, where, on September 16, 1868, Maj. George Alexander Forsyth, with fifty frontiersmen, defeated 1000 Cheyenne warriors under Roman Nose, their chief, killing the chief and about 200 warriors with a loss of only six of his men and twenty wounded. Forsyth was desperately wounded, and was made brigadier-general for his bravery in this fight. He had retreated to a gravel-bank island in the center of the river, dug pits in the sand, and repulsed the savages who attempted to ride his force down.

Among the Sunflowers

NINTH day return: We had 194 miles for our ninth day's return journey, and from Holly to Syracuse, seventy-two and one-half miles, from Syracuse to Garden City, fifty-three miles, and from Garden City to Dodge City, fifty-three and one-half miles, we negotiated before the noon-day stop. The Colorado line was crossed four and one-half miles east of Omaha, Syracuse being our introduction to Kansas. We stopped at Dodge City for luncheon and the restaurant keeper, learning we were strangers, gave us a chapter of the pioneer days of the town during its "cow-punching" era.

He was about 80 years of age and had been in the town when it was a roaring cattle center and "Bat" Masterson, Dodge City's marshal, was one of the noted figures of the frontier. To see Dodge City now, with its paved streets, well-kept lawns, flowers and vines, it would appear incredible that it should ever have been a wide-open town, with the resounding tramp of thousands of hoofs, and punctured by the popping six-shooters of the hard-riding and exuberant cowboys.

From Dodge City we drove to Larned, sixty-five miles, over a road which could well be classified as a boulevard. We passed through many towns and flourishing agricultural regions. We stopped over night at Larned in a good hotel.

Tenth day return: This day was a continuation of Kansas roads and scenery. Waving fields of undulating wheat and oats were on all sides, showing already the golden tints of approaching harvest, and the occasional corn fields lent their hints of autumn in crispy, curling blades and russet-brown "corn silk" peeping out from the already-developed ears. Often we passed Bob Whites perched on the fence posts of the wire fences, and by the roadside were many flowers, "black-eyed Susans" and coreopsis flaunting their colors of tawny gold.

The first stretch, from Larned to Lyons, is fifty-five miles; the second a seventy-two-mile drive from Lyons to Marion, where we had luncheon. We found concrete roadway near Conway, and the entire distance of 127 miles was excellent highway, as a rule. There were no less than ten railroad crossings between Lyons and Marion, and I followed my rule of eternal vigilance at every one.

From Marion to Council Grove, we found excellent roadway, well paved and graded. This was all farm land, with occasional creeks dotted with cattle standing knee-deep in the water. Well-built houses, schoolhouses, barns and silos gave evidence of the material welfare of the community. From Council Grove to Osaga City, the final leg of forty-two miles in our 222 miles for the day, was over the same quality of excellent highway we had been meeting. Osage City was well known as a lively cow town in the 60's, but is now one of the flourishing centers of a thriving farming community. We stopped for the night at Osaga City and were finely accommodated.

Eleventh day return: In the morning from Osage City, our first objective was Scranton, seventeen miles. Thence we had an almost straight run to Baldwil, thirty-one miles; another to Edgerton, a further distance of eleven miles, and then two jogs of straight driving to Olathe—all through farming country of great richness, and with a promise of extraordinary crops in every direction. We stopped at the hotel in Olathe for luncheon, then pulled out for Kansas City, Mo., arriving in good time. The remainder of the afternoon we drove about Kansas City, which is a wonderful metropolis. Some one has called it the "heart of America," because of its nearly central location.

Our trip through the Sunflower State had been one of great interest and pleasure, and I could not now see the application of William Allen White's famous editorial, "What's the Matter With Kansas?" We had our choice of a score of fine hotels in Kansas City, and at the one recommended to us we experienced the most luxurious surroundings, accommodations and service.

Farewell to a Friend

FROM Los Angeles to Kansas City, we had been guided every hour, and often, by the blue-and-white signs of the Automobile Club of Southern California, which extend straight through between these two cities. They make a directory of the road by which no traveler can ever lose his way. Each sign seemed to beckon us on, and we said farewell to the last one we saw at Kansas City as if we were parting with an old friend.

Twelfth day return: We left Kansas City early in the morning, intending to make Jefferson City our first stop, approximately 148 miles. A great deal of construction work as going on between Kansas City and St. Louis on the main line of the National Old Trails Route. The Touring Bureau had advised us to go by way of Sedalia and Jefferson City, making the latter our stop for the night. This was a rather uneventful trip through farming country, hilly in places, and crossing several creeks. The road was very good in places, and at others rough. There was sufficient rock to the roadbed, however, so that the going, while not always smooth, was in nowise difficult. We stopped in the capital of Missouri at an excellent hotel.

Thirteenth day return: We jumped aboard the next morning for St. Louis, passing through a picturesque mixed farming country. We arrived in the afternoon and drove about viewing St. Louis' many attractions, among them Forest Park and the Botanical Gardens. The Mississippi River at this point is spanned by two bridges, one the old Eads. Just before the Civil War broke out in 1861, Gen. Grant lived a few miles from St. Louis on an obscure little farm, and occasionally hauled a load of cord wood to town to sell. He was Capt. Grant, formerly of the Regular Army, having seen service in Mexico. Within five years from the time he was hauling wood to St. Louis, he was President of the United States and the Commander-in-Chief of great armies.

Fourteenth day return: We left St.

Advertisements—Business Announcements, Enterprises, Real Estate, Commerce.

[Under this general heading appear on this and succeeding pages of the Midwinter Number various authorized business announcements, together with descriptions of industrial and building enterprises, the nature and responsibility for which are shown in the notices themselves.]

SUPERIOR MARKETING SERVICE

Big forward strides are being made along marketing and production lines by the big, progressive distributing agency known for more than twenty years as the California Vegetable Union.

This marketing organization which has had splendid facilities for handling the sale of its patrons' crops, is extending its field of operations and increasing the volume

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William Andrew Clark, Jr., Founder — Christine E. Smith, Manager — Walter Henry Rothwell, Conductor

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Every One an Outside Room
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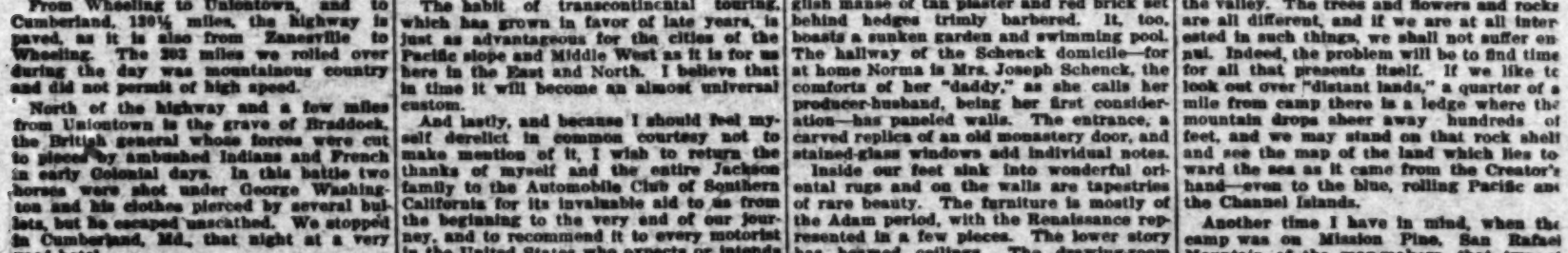

Louis, crossing Eads Bridge early, and headed for Greenville, Ill., passing through East St. Louis, Collinsville, St. Jacob and Highland. All the highway was hard surfaced. From Greenville we drove to Effingham, fifty miles, and there had luncheon. The highway was practically all hard surfaced, 90 per cent paved, and we made splendid time. From Effingham we started for Terre Haute, sixty-six miles, and drove thence to Indianapolis, another seventy and one-half miles, making 239½ miles for the day. The journey was through a rich farming country with evidences of prosperity on every hand. In Illinois we passed the soft coal districts. The highway through Indiana was fine, and the State, like Illinois, looked wonderfully prosperous. Indianapolis' hotels rank among the best, and we had luxurious beds and delicious meals during our over-night stop.

Fifteenth day return: We had 229 miles to do next day, from Indianapolis to Zanesville, O. From Indianapolis to Richmond the National Old Trails is almost straight as an arrow, and graded and surfaced practically in boulevard shape. Many railroad crossings were met with and motorists are warned to be careful, as the tracks are pretty busy with trains. We left the Indiana line at Richmond and continued to Springfield, one of the great Ohio manufacturing cities. This was sixty-four miles of roadway—as level and smooth as a boulevard. We passed through Dayton, made famous by the Wright Brothers of airplane distinction, and the home of the cash register.

Scenery in Ohio

OHIO FURNISHED some of the most beautiful scenery on our trip, notably near Dayton, where the Miami and Stillwater rivers crossed the highway. Charming forests and rolling hills distinguished this scenery, and no more beautiful farming country lies outdoors than Ohio's. In the Buckeye State are many relics of the ancient mound builders. The variety and beauty of the timber was remarkable. We saw black, red, and white oak, water ash, walnut, hickory, white ash, cherry, buckeye, water locust, sugar maple, elm, honey locust, willow, butternut, poplar, sycamore, beech, basswood and other timber, and numerous thickets of plum and red and black haw trees.

From Springfield to Columbus, the capital, and on to Zanesville, where we lodged for the night in a fine hotel, was over roads which could not be criticised. We found a fine hotel at Zanesville and stopped for the night. Our journey had been over hard-surfaced roads, practically all paved.

Sixteenth day return: Routing out Mrs. Jackson and Louise, whom our sixteenth day had found feeling rather sleepy, we started for Wheeling, W. Va., seventy-three miles. The highway was in excellent shape and we made good time, although through hilly country. Wheeling marks the State line of West Virginia. This is a remarkably beautiful State.

We passed the Alleghany Mountains, the Appalachian Range, and the Big Stone Ridge mountain chain during the day. The Ohio River flows past Wheeling. There were numerous rivers and mountain creeks crossing the highway, and we were enchanted with the views.

From Wheeling to Uniontown, and to Cumberland, 120¼ miles, the highway is paved, as it is also from Zanesville to Wheeling. The 202 miles we rolled over during the day was mountainous country and did not permit of high speed.

North of the highway and a few miles from Uniontown is the grave of Braddock, the British general whose forces were cut to pieces by ambushed Indians and French in early Colonial days. In this battle two horses were shot under George Washington and his clothes pierced by several bullets, but he escaped unscathed. We stopped in Cumberland, Md., that night at a very good hotel.

Seventeenth day return: We left Cumberland early next morning determined to cover 279 miles through Baltimore and Philadelphia, and on to Trenton, N. J. It was next to the last lap of our journey and we were in familiar country. The entire distance was in splendid shape and there was no reason why we should not go it in apt time. We spun over the 136 miles to Baltimore in good time, although there were a host of grades up and down between Cumberland and Hagerstown. The Patapsco and Monocacy Rivers crossed the highway, with a number of other creeks.

There was much scenery in Maryland to attract us. Rivers and smaller streams, well wooded, were seen everywhere, and many birds. Among others conspicuous for bright plumage were the bluejay, the tanager, glancing like a scarlet flame, and the oriole, gay with the Maryland orange and black, and distinguished by its name of the Baltimore oriole.

Oysters—and Beauties

WE FARED sumptuously at luncheon in Baltimore, being just in time for some of the most luscious oysters we had ever tasted. The city is famous for its beautiful women, and is one of the old and aristocratic centers of the South.

From Baltimore to Trenton, 139 miles, was our afternoon bit, and we reeled it off in first-rate time, going through Philadelphia to our final objective, 32½ miles farther on. Having been in Philadelphia several times we did not stop, but it is one of the most interesting cities in all America. Here the Declaration of Independence was signed July 4, 1776, and from here Benedict Arnold fled to the British forces. Here Benjamin Franklin walked the streets as a boy munching a penny roll. Here the Liberty bell is preserved. Here the great Centennial of 1876 was observed.

At Trenton the Pennsylvania boundary is passed and there we put up for the night, prior to sighting the Statue of Liberty and Brooklyn Bridge and all the other well-known surroundings of our eastern home.

Eighteenth day return: Everyone was up early, eager to finish the remaining sixty-four miles between us and "Little Old New York"—all paved highway. We passed through Princeton, the seat of the famous university, crossed the Raritan River, and jogged into New York at a lively gait, crossing the Hudson, the stateliest river in America, and were once more in the throes and throngs of the largest city in the United States—at our journey's end.

Adventure of a Lifetime

LOOKING BACK over this tour from the first city located in the United States to the greatest city west of the Mississippi, and the return to New York, we were all impressed with the fact that it was the adventure of a lifetime. All of us had seen Europe. The moors of Scotland, the lake country of England, France and the Continent generally, Italy, and the South Sea Islands and Canada had all been visited by us, and every one of them has left in our memories certain pictures which will always remain. But most of these journeys were done, necessarily, by railway trains and ships, and there was no gradual sinking in of a day-by-day travel, studying the infinite variety of scenery such as we had just passed through.

It is an old and backneyed cry, that one of "See America First," but it is nevertheless a true call and one which should be heeded by every American, man or woman, who really desires to know something of the continent on which we are fortunate enough to live. And I know of no way in which this can be accomplished so uniquely, so thoroughly, so happily as by a transcontinental tour and return in a motor car. My present plan is to make the trip next year through the northern tier of States, returning by way of the Lincoln Highway. In this way myself and family expect to traverse almost every State in the Union on this trip and the one we have just taken.

The habit of transcontinental touring, which has grown in favor of late years, is just as advantageous for the cities of the Pacific slope and Middle West as it is for us here in the East and North. I believe that in time it will become an almost universal custom.

And lastly, and because I should feel myself derelict in common courtesy not to make mention of it, I wish to return the thanks of myself and the entire Jackson family to the Automobile Club of Southern California for its invaluable aid to us from the beginning to the very end of our journey, and to recommend it to every motorist in the United States who expects or intends to do any transcontinental touring through this great glorious country of ours.

TOURS OF FILM WORLD

(Continued from Page 5)

hardy souls swim the year round in the Pacific; others are content to bask under the warm sun on the beach when surcease from work permits.

But "tempus fugits" and so must we. Back to Los Angeles we spin, past Roland Square, the sixty-one acres which Ruth Roland is slicing up into homesites at the corner where Fairfax avenue, a cross-cut to Hollywood, bisects winding Wilshire Boulevard. I was with Ruth the evening she bought the option to that property for $50,000. The entire transaction involved about $300,000. Her profits from the tract, owing to the booming realty prices, will be considerable.

Harold and Mildred for Comfort

IN THE Windsor Square district, where palatial marble mansions rise on new-sown lawns of green, we draw up before a pile of cream-toned grandeur on a corner, the domicile of Mr. and Mrs. Harold Lloyd (Mildred Davis.) From the outside it is quite imposing.

The house has ten rooms. Big, cushiony divans and armchairs, footstools and tables and things and an electric grand piano. No period or bizarre effects. The dining-room is most imposing, due to the marvelous silver. Harold bought Middie a complete chest which, added to the many wedding gifts—one set of silver pitcher and water goblets from Doug and Mary, bowls and vases and such from friends—make the room shine. Breakfast and luncheon are eaten in the chummy breakfast-room, done in pale green, which opens to the back court wherein stands the famous Cappi de Mente marble vase—it's worth $4000 and is a part of the valuable collection of paintings, prints and statuary that Harold bought from a curio connoisseur.

Mildred's room is in rose with hand-painted ivory furniture. On her dressing table is a toilet set of solid silver and in her jewel case a new diamond bracelet. Harold celebrated his birthday by giving her this, which Middie thinks is a wonderful way for a husband to celebrate his birthday. On the floor, a white rug, which Pat, her tiny Boston bull pup, persists in chewing up. Harold's room is in green and gold, with mahogany furniture, very sedate and plain. One guest room is done in pale yellow, the other in orchid and purple, complete even to a toilet set of orchid cloisonne.

Ruth's Blocks and Antiques

DOWN Western Avenue, we pass many stores and office buildings owned by Ruth Roland. A block away on Wilshire we park our oil can before Ruth's home. Her habit is to buy where she can get a bargain, live in the place until she can sell it at a profit, then move on to some new purchase. Outwardly, Ruth's home would attract little attention. It is a gray, two-storied structure.

But inside Ruth has permitted her love of antiques full sway. The long living-room is furnished in carved walnut and ebony. On the grand piano, which graces a raised dais at one end of the room, is a charming senorita of painted wood displaying silk-clad ankles beneath her fluffy skirts. A comfy divan faces the stone fireplace. The dining-room is simply furnished in mahogany. On the stair-landing is an old Chinese throne of intricately carved bronze for which Ruth paid $500 in a 'Frisco antique shop.

Passing the Ambassador Hotel, where the flowers of filmdom are to be seen of an evening in the Cocoanut Grove—the Talmadges, Corinne Griffith, Gloria Swanson, Carmel Myers, the Charles Rays—we come to Norma Talmadge's home on fashionable West Adams street. It is a fifteen-room English manse of tan plaster and red brick set behind hedges trimly barbered. It, too, boasts a sunken garden and swimming pool. The hallway of the Schenck domicile—for at home Norma is Mrs. Joseph Schenck, the comforts of her "daddy," as she calls her producer-husband, being her first consideration—has paneled walls. The entrance, a carved replica of an old monastery door, and stained-glass windows add individual notes.

Inside our feet sink into wonderful oriental rugs and on the walls are tapestries of rare beauty. The furniture is mostly of the Adam period, with the Renaissance represented in a few pieces. The lower story has beamed ceilings. The drawing-room walls are gray stone-color, the hangings dark blue; its furniture is upholstered in ruby-red velvet, giving a rich, warm effect. In the dining-room are a few carved teakwood pieces and a charming Chinese screen, and lacquered and bronze ornaments. The sun porch is gay with cretonne hangings and wicker furniture. Upstairs, we peek into Norma's lovely orchid-and-ivory boudoir, with green hangings, and Mr. Schenck's spacious mahogany-paneled bedroom.

And now you have seen the film capital, a place of marvelous homes, scenery that you want to eulogize in roseate, and of huge, glass-covered workshops where the film folk labor now on some of the finest plays ever spooled on celluloid.

OVER AN ELFIN TRAIL

(Continued from Page 6)

quite apt to want to make a closer acquaintance with it at once, and eagerly reach out to pluck a branch. Enthusiasm cools at the first grasp, for they find that the name of "prickly" was not ill-advisedly bestowed. When they put on gloves and persist in their flower-plundering, they find that Mother Nature knows best about the matter; for the flower is one that looks beautiful only in the wild. In a bouquet, it is a failure. Its petals not only fray at the slightest touch, but also fade rapidly.

Here is a little blue flower to cheer us on our way. But the plant is more famous for its seed than for its flower. It is Chia, one of the mint family, cousin to the shrubby sages. The yucca, or "Spanish bayonet," is companion to the chia, towering high above it, its shaft shrouded with a cloud of milky bloom that has earned for it the striking name of "Candle of the Lord."

And now we are entering a canyon which is to lead us to the spot of "heart's desire"—the camping place among the pines which fringe the top of the range. Down comes a streamlet, just enough water to make a subdued warble, as if tuning up for a real song when it shall have joined forces with other streamlets. Here are spruces, the first of the cone-bearers we meet with on our way up the southern mountains. They are scraggly fellows which often try to block our way with their low-drooping boughs; but the trail-makers have opened a passage through which we go as in a tunnel. The canyon is cool and damp, and the poison oak, a real shrub out on the dry slopes, is climbing trees like an ivy, and dropping earthward festoons of red and orange foliage.

We leave the spruces, coming next to the Coulter pines, they of the monster cones, heaviest of their kind and armed with strong, stout claws, as if they knew the sweet nuts within needed protection in order to make sure the future of their race. The gray squirrels, however, know how to circumvent them, commencing at the base of the cone.

Our camping place at last. It lies a mile and a half above the sea, in a forest of yellow and sugar pines, white firs and incense cedars. There are rough tables, made from hewn planks, and rude seats of like material; also the "remains" of a swinging cupboard, constructed from old packing-boxes and baling wire—for the place in former years was the rendezvous of deer hunters. The region is now a game refuge, which the deer have not been slow to learn, and they come fearlessly into the near-by cienaga where our pack animals find pasture.

It is a pleasant place to camp. No cares of the outside world reach us. There is no daily paper to claim our attention the first thing in the morning. There are no office or business duties calling us to hurry. There is no telephone to worry us. We have left the radio at home. We may lounge all day, if we want to; but, of course, we don't, for there are things of interest to busy ourselves with. Everything is different, a mile and a half up here in the sky, from what we are accustomed to down in the valley. The trees and flowers and rocks are all different, and if we are at all interested in such things, we shall not suffer ennui. Indeed, the problem will be to find time for all that presents itself. If we like to look out over "distant lands," a quarter of a mile from camp there is a ledge where the mountain drops sheer away hundreds of feet, and we may stand on that rock shelf and see the map of the land which lies toward the sea as it came from the Creator's hand—even to the blue, rolling Pacific and the Channel Islands.

Another time I have in mind, when the camp was on Mission Pine, San Rafael Mountain of the map-makers, that two of us spent a whole day hunting for an old trail which was supposed to come up from the Sisquoc on the north side of the mountain and that was used by the "shake poachers" of a generation ago. No timber works into shakes quite so easily as sugar pine, of which no southern mountain ever grew finer specimens than Mission Pine. I had heard stories of this ancient poaching, the subject first coming to my notice through fragments of shakes which were strewn about the camping place, brought there by some deer hunter, and I had long wanted to follow up the matter. So that day spent in going over the ground where it had occurred, and in looking for the trail by which the poachers had come.

Advertisements—Business Announcements, Enterprises, Real Estate, Commerce.

[Under this general heading appear on this and succeeding pages of the Midwinter Number various authorized business announcements, together with descriptions of industrial and building enterprises, the nature and responsibility for which are shown in the notices themselves.]

SUPERIOR MARKETING SERVICE

Big forward strides are being made along marketing and production lines by the big, progressive distributing agency known for more than twenty years as the California Vegetable Union.

This marketing organization which has had splendid facilities for handling the sale of its patrons' crops, is extending its field of operations and improving its facilities still further, thus promoting the vegetable industry of the State by stabilizing, co-ordinating and systematizing the shipping business.

The California Vegetable Union has long held a place of confidence for its dependable services amongst the big producers of the State and is now functioning in the States of Idaho, Utah, Oregon and Texas, thus further forwarding and safeguarding the marketing by working in these new fields. Always alive to the best interests of vegetable growers and landowners, which it numbers amongst its growing clientele, it offers them constructive and valuable assistance in formulating planting programs, as well as in handling their marketing problems. Its well-organized departments are conducted in such a way as to help the producers which are affiliated with it, and its field forces are composed of seasoned vegetable men who are in a position to render invaluable assistance.

Call at its offices or address its Crop Production Department, 712 A. G. Bartlett Bldg., Los Angeles.

PROFESSIONAL NURSING IS AN ART

Every educated and independent young woman of today is choosing a profession. Perhaps this is the result of changes under way in the economic affairs of the world, especially true with reference to the United States.

To the bright and progressive student, the field of nursing offers wonderful opportunities and unlimited possibilities. Professional nursing is an art, and a woman must be trained to meet the great demands of her calling. This systematic training can be received only in hospitals and under the direct supervision of trained teachers.

It is the aim of all those who are interested in hospital training to elevate the standards of nursing education. H. P. Barton, M.D., president of the Clara Barton Hospital, points out that many new branches of nursing service are now open to the graduate nurse, including public-health nursing, public-school nursing, industrial nursing and social-service work. Trained workers, he holds, are needed to carry on the tremendous work in these branches.

William Andrews Clark, Jr., Founder — *Caroline E. Smith, Manager* — *Walter Henry Rothwell, Conductor*

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Stage and screen star in a series of two-reel comedies

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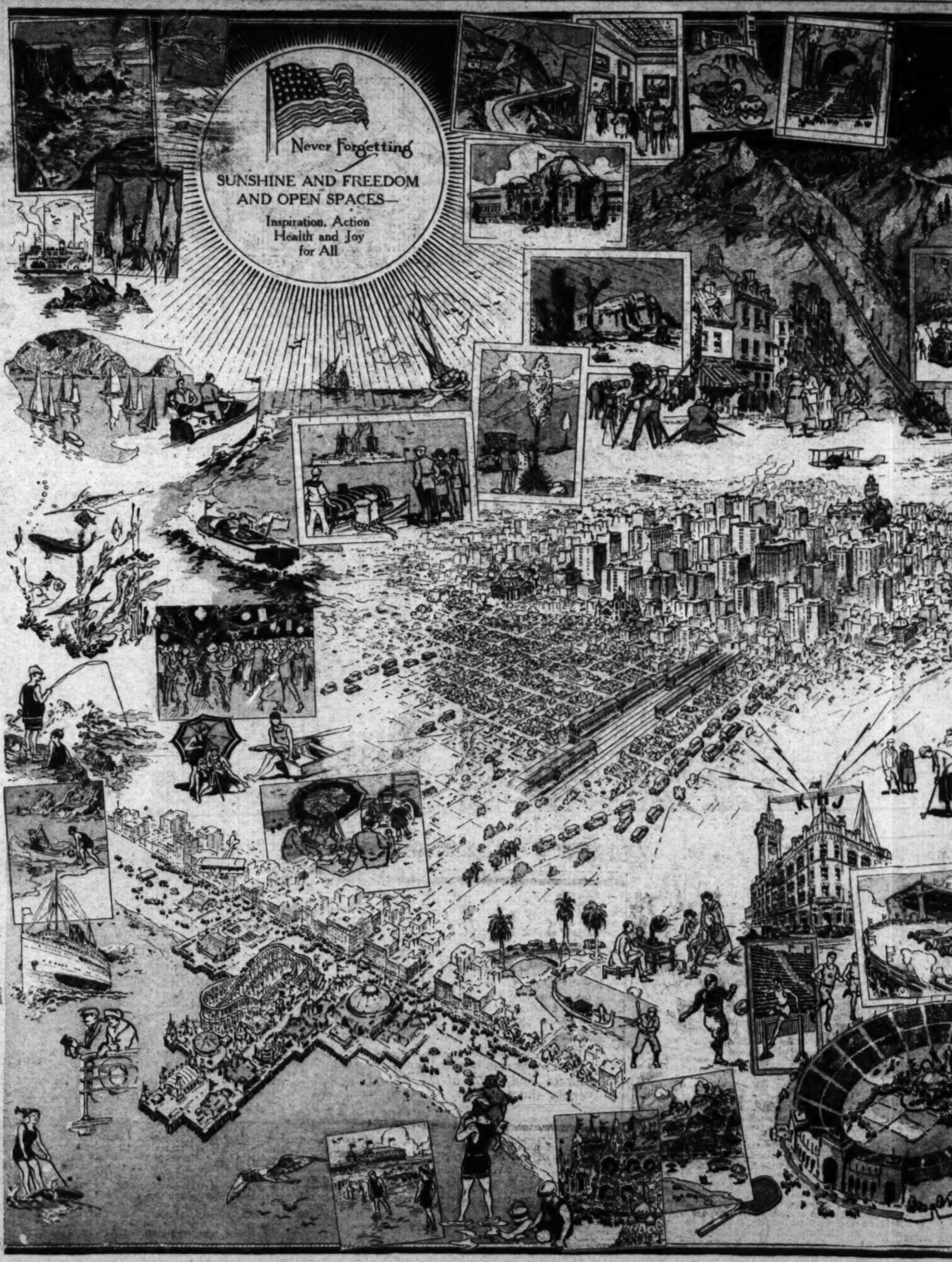
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Los Angeles Times
Annual Midwinter Number

Part VI — January 1st 1924. — Price 15 cents

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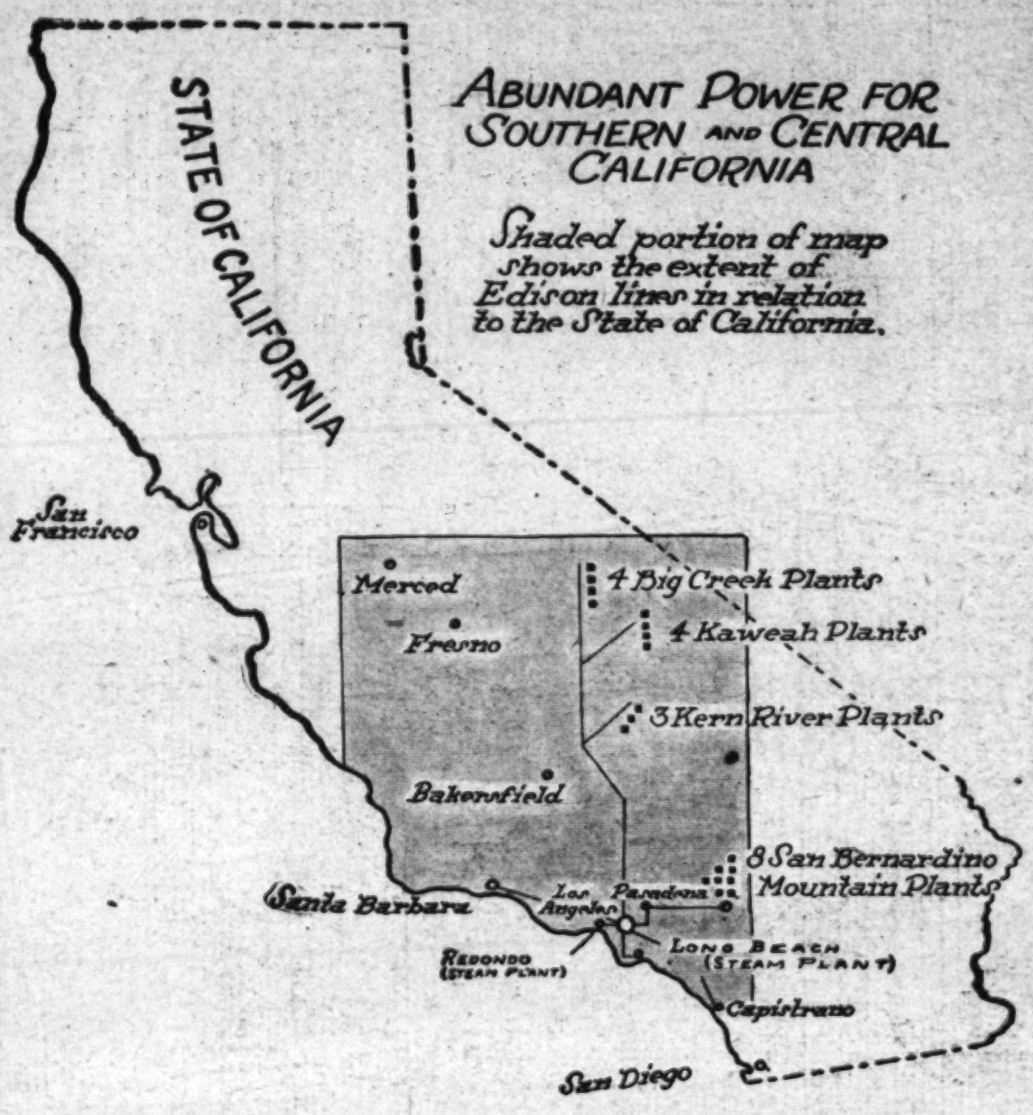

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Every citizen has the opportunity to buy Edison Capital Stock, according to his ability, thus aiding in systematic power development and sharing in the reasonable profits of a well managed enterprise.

Private Management

This people's-ownership plan retains in executive positions the men whose long experience and thorough knowledge of this highly technical business make their services invaluable.

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Both consumer and investor are protected by the Railroad Commission, which regulates rates, studies development plans, supervises expenditures and arbitrates disputes.

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Under the people's-ownership plan power development keeps pace with our marvelous growth, every demand is supplied, reasonable rates prevail and the entire community prospers.

This Company supplies electricity to 312 cities and towns in the ten counties of Southern and Central California, covering an area of 55,000 square miles with a population of nearly 2,000,000 people.

Southern California Edison Company

Owned by those it serves

Mightiest Strides Here Through the Past Year

Southern California's Notable Achievements in All Lines of Human Progress Challenge Universal Attention

BY MYRTLE GEBHART

SOUTHERN CALIFORNIA the Golden, long hailed as the premier agricultural region of America, now is winning honors as a manufacturing and industrial center, serving and being served by the great stretches of "back country" at her doorstep. And not only has she experienced stupendous advancement in comparatively few years from a business standpoint, coincidental with the growth of Los Angeles Harbor, but also has California's wonderland contributed her share to the scientific and artistic progress of the day.

These past few years' achievements chronicled here, which have so focused attention upon Southern California along new aspects, are but a prelude to the greater glory into which the Southland is stepping. Not haltingly, afraid of her first long strides, but quite confidently, proud in the self-assurance that those commodities which she has developed are of inestimable value to the entire nation, does Southern California raise her banners on high, flinging wider still her horizons with each ensuing season.

The motion picture has been, up to the last few years, the main sectional industry. A summary of the film's attainments will be found in another part of this issue of The Times. Here it is but fitting to reiterate that we have given the world its universal amusement. Eighty per cent of the "movies" are made near Los Angeles. In their exhibition they link together the peoples of the world, all nations, all creeds. Having found usage quite generally in churches and schools, the motion picture has become a potential educational factor, for which the entire world is indebted to Southern California. Coincident with its own astonishing progress, it also has brought to the light of universal acclaim many talented men and women—actors, writers, directors, technical experts—whose genius otherwise might never have found a suitable medium of expression. Hence the film's gift has been twofold.

* * *

Producing for the Nation

SOUTHERN CALIFORNIA unqualifiedly is the richest section of the country in value of farm crops produced, its agricultural contribution in 1922 having reached a total valuation of over $200,000,000. Los Angeles county leads all in the United States, its crop production for last year earning $59,680,183.

The following figures for the shipping of 1922 indicate in what measure the territory tributary to Los Angeles is contributing food to the nation: 94,520 carloads of fruits and vegetables, 23,205 carloads of citrus fruits, 5304 cars of deciduous fruits and 1130 cars of dried fruits.

Ninety-five per cent of the walnuts of this country are raised in Southern California, and approximately two-thirds of the persimmons. The walnut crop for 1923 is estimated at 41,507,000 pounds. The Imperial Valley not only leads the world in production of cantaloupes, having shipped 12,165 cars in 1922, but its lettuce—7636 cars went out last season—is of premier quality and finds an additionally ready market because it reaches the East and Middle West out of season.

The avocado is raised nowhere else in America. Other distinctly individual agricultural products, which this section, after much tedious experimentation, has given to the nation, are the white-rose potato of exceptional food value and the new pimento pepper recently developed here.

Southern California has brought the orange—since its introduction here in 1873 with two seedless trees from Brazil—into front rank. From that stock not only has come the great orange industry—in 1922 43,000 cars were sent East, and it is believed that last year's shipping has far exceeded that figure—but also many individual developments, most notable among the varieties being the Washington Navel seedless orange.

In the Coachella Valley, around Indio, the only place in the country where the date is indigenous, it has been extensively grown. A new variety, very fine, soon is to go on the market.

* * *

Beauty for the Earth

MORE and more is this, our wonderland, becoming a flower-producing center, particularly so since the "Quarantine No. 37" went into effect a few years ago, prohibiting the importation of certain blooms, bulbs and seeds, as possible carriers of contagious diseases. From Holland had come gladiolus bulbs and many others, from Japan such beauties as the azalea. In no other section of the United States are climatic conditions favorable to the cultivation, the year 'round, of seeds and floral beauty, so Southern California, as royally as she has swept to the front in other lines of benefit to the nation, has become the main supply of America's flower markets.

Thousands of dollars' worth of beauty in seed form goes out from here each year to add loveliness to the world's gardens. In El Monte flower culture has become an outstanding sectional industry, with many individual blossoms of rare beauty to reward the years of endeavor that have gone into their development.

Two-and-a-half million rose bushes were grown around Los Angeles last year and the 1924 output is expected to double that number. In one big field of the San Fernando Valley, within the metropolitan city limits, 200,000 plants were turned out the past season, and 890,000 are in course of production. A trainload of rose plants was shipped East last year. Many more will follow.

The rose Los Angeles, originated by Fred H. Howard and chosen by the City Council in 1916 as the municipality's emblem, that same year took the grand prize in the International Trials of New Roses at Bagatelle Gardens, Paris—trials conducted under the auspices of the French government. In 1918 another Howard production, the Lolita Armour, carried away the world honors in Paris. Only twice has this coveted prize come to America, and each time to Mr. Howard and Los Angeles. Wherever roses bloom these two favorites are grown and known as of the very best.

And not far behind these in beauty are the William F. Dreer rose, an exquisite shade between pink and yellow, developed here in 1920, and the new yellow rose recently perfected by Mr. Howard after ten years of experimentation, selected by Mary Pickford as her favorite bloom and which will bear her name when it begins its world-wide pilgrimage this year.

The Howard & Smith Nurseries have developed, during the past year, the Giant Aster of rare beauty and colorful dignity. Another purely local product, climatic conditions favoring its cultivation, and demand for which is growing particularly in New York and Chicago, is cotton heather, which is produced here during the winter and shipped East, reaching there in the cold season, a quaint and odd feathery decoration. Other sectional floral novelties include a "polar-bear white dahlia" a dahlia peculiarly like the sunflower and a gorgeous silver hollyhock—like pastels of moonglow.

The cut-flower market served by Southern California is growing amazingly, all the arid Western and Middle West States, as far east as the Mississippi River, receiving consignments of cut blooms from here regularly, Arizona's orders leading. Thousands of acres near Los Angeles are given over to the cultivation of sweet peas, which carry on their fragile petals wee bits of colorful beauty and fragrant perfumes which are Southern California's own.

* * *

Oil and Other Industries

IT IS a far cry from flowers to oil, but both spill from California's cornucopia of gifts. In 1922 the Southern California oil fields contributed 69,369,583 barrels. In all, the local fields have yielded a total of over 400,000,000 barrels. They are the country's chief single source of supply. In 1922 Los Angeles' petroleum industry earned $135,271,425. From this State comes 25 per cent of the total product of the United States and 17 per cent of the world's oil—and most of it is from the southern fields. Already this is the world's greatest oil-shipping port—the harbor that makes the Panama Canal a paying proposition. Constant experience in local fields has developed new methods of drilling, too detailed for description here, and new mechanical devices, which have proven of service not only locally but in oil production in districts in other parts of the country.

In industry the past year or two, Southern California, long known mainly as a recreation center, because it is the nation's greatest vacation land, has won a position of leadership, flinging wide her banners of accomplishment on the wings of her locally made products, to the far horizons of the world that the scoffers may doubt no more. She is no longer merely a paradise for the old man's declining years, but a mart of trade for the vision of youth and its fulfilment in endeavor.

Los Angeles boasts well over 4000 manufacturing establishments, employing more than 170,000 workers. The value of manufactured products for 1922 was $939,806,503, that of its foreign exportation, $18,956,695. The past year the output approximated $1,250,000,000.

One of the biggest American concerns manufacturing "antique" and period furniture is located in this city. Incidentally, it is rather amusing, but true, that quite a bit of this output finds its way to dealers in Grand Rapids, long hailed as the home of the furniture business.

A new industry that will be of great service to mankind everywhere, which has its home in Southern California, is the extraction of agar from seaweed through a refining process which freezes out of it certain elements and retains those of healthful benefit. Until recently agar has been produced only in Japan and locally, but with the disruption of business in that country because of its catastrophe, Southern California has practically the only agar plants in the world. A by-product is a cracker containing this medicinal substance.

Another enterprising business has been built up by a man who extracts the meats from peach and apricot pits, to be used as fillers for chocolate-candy goodies. He burns the shells, converting them into charcoal, which finds a ready sale to the wholesale druggists to be used in the making of toothpaste and other commodities.

One unique concern specializes in airplane woodwork of delicate craftsmanship, the product finding its way into the decoration of the palatial European passenger planes; another has perfected and given to the world an unusual luminous enamel, luminous radium compositions for various usages, luminous powder and sealing wax.

The "Busy Jane" house aprons, made here, are in demand by all the big eastern stores. The cactus candy, solely a California product, is a novelty shipped everywhere. Likewise is the eucalyptus chewing gum, an oddity—and a beneficial product, because of its medicinal properties—growing in favor. A Pasadena woman has perfected a method by which she preserves orange blossoms, shipping them East so that they reach there in the cold, wintry months to ornament many bridal wreaths, as lovely and fragrant as though just picked from the trees.

Among the local manufactures of jewelry novelties are the trinkets made of abalone shell and the California flower beads—usually crushed rose petals, baked by some process which retains the perfume, and carved in exquisite detail by hand with pins.

Two of the best-known makes of pipe organs are manufactured here. One of the largest record plants in the world, located here, makes unbreakable phonograph records, the fiber being so treated as to render it absolutely indestructible. A novel machine, invented and manufactured here, stamps trade names on walnuts and oranges automatically.

A certain kind of golf ball, quite a favorite with devotees of that sport, is made in Glendale. Incubators, a world-seller truck, a new woodstone composition for drainboards and sinks, wax figures for show windows, the California agate marbles that delight childish hearts throughout the whole world, and a new type of wall board, made of a magnesite composition with plaster filler and sold in big "sides" so that the builder can erect his plaster house merely by nailing up these pieces—these are but a few of the products of local origin and manufacture, but which travel to the far corners of the earth to proclaim Southern California's progress, her originality and ingenuity, to all peoples everywhere.

To Delmar A. Whitson, a Los Angeles inventor, goes the credit for perfecting a "talking motion picture." Several such devices have rewarded the efforts of experimentors in various parts of the country the past year, but Whitson's, which has had a tryout here, appears to have the greatest commercial possibilities in that it synchronizes the voice of the motion-picture player with his action, the words being imprinted upon the same film that records the movements of the actors, in fine striations or hair-like lines, and projected from the screen simultaneously, avoiding the necessity of using phonograph machines, the method of several other inventors of "talking movies."

Another local man, W. H. Reagan, has recently completed the largest microscope in California—fifty-four inches long, and eight in circumference—through which such infinitesimal subjects as the Lord's Prayer, engraved upon the head of a pin, are seen with astonishing clarity. The microscope contains a lighting apparatus.

Los Angeles is blessed with industrial freedom, and therefore not afflicted with the labor troubles that have harassed and hampered many other cities. There is incentive here to work and to produce, and in this there is no molestation by outside "bosses." Here is exemplified the wisdom of maintaining the independence of labor. The employer, the employee and the community are beneficiaries.

* * *

Achievements in Science

IN THE realm of science, with scores of eminent figures quietly, but earnestly, striving and achieving, Southern California not only has furthered its own educational future during the year, but contributed vastly to the enlightenment of the nation and the world. The same statement applies along artistic lines, and to studious and creative effort.

The outstanding scientific personality of 1923 is Dr. Robert A. Millikan, director of the Norman Bridge Laboratory of Physics and chairman of the administrative council of the California Institute of Technology, Pasadena. Late in the year he was awarded the Nobel Prize for Physics. The first scientist to succeed in isolating an electron, his measurement of the charge of the electron made possible the absolute weighing and exact counting of atoms and molecules. The Edison Medal for notable achievements in the field of electricity also came to Dr. Millikan. His contributions to science are far-reaching in importance. He has proved that all electrons are alike, conducted extensive research with light rays and dealt with the polarization of light, the Brownian movement in gases and laws of reflection and of gas molecules.

Among our eminent astronomers is Walter S. Adams of the Mt. Wilson Observatory, recipient of the gold medal of the Royal Astronomical Society in 1917 and the Draper medal of the National Academy of Science in 1918, whose discoveries and observations in stellar motions in line of sight, stellar and solar spectroscopy and rotation of the sun have swelled the fund of scientific data which is serving to educate the younger generation.

The contributions of Dr. Edgar L. Larkin, director of Lowe Observatory, have dealt with spectroscopy, electricity, radiant energy and popular astronomy. Dr. George Ellery Hale's research work has lain in the fields of spectroscopy, solar and stellar physics.

Dr. Mars F. Baumgardt, director of Clark Observatory and president of the Southern California Academy of Sciences, has been delivering weekly radio lectures on popular astronomy that have proved of much more value and interest to the youngsters than dry textbooks.

Dr. Ford A. Carpenter has contributed valuably on aeronautics, air charting, applied meteorolgy and climatology of Southern California. The work of Arthur A. Noyes, director of chemical research, California Institute of Technology, has included analyses of rare elements, properties of salt solutions in relation to ionic theory and identification of organic compounds.

Dr. Josephine Jackson is a psychoanalyst of renown, her recent book, "Outwitting Our Nerves," having won popular favor. Dr. J. Eliot Coit has written many books and pamphlets on citrus culture, olives and olive oil, the date palm, breeding new fruits and kindred subjects. Dr. F. E. Denny, plant physiologist and associate chemist, has contributed notably in biochemistry, permeability of plant membranes, physiology of citrus fruits, maturity of fruits and vegetables. The observations of Dr. A. Davidson, botanist and entomologist, in field botany and concerning the habits and parasites of bees and wasps have proven of considerable aid to scholars all over the world.

Charles L. Edwards, zoologist and director of nature study, Los Angeles Public Schools, has contributed discoveries and the conclusions of much research work in embryology, growth and variation of reptiles, influence of warmth on protoplasm, copepods and abalones. Dr. Francis Pottenger's lectures on the treatment of tuberculosis and diseases of lungs and throat are near the head of the list of Southern California's medical contributions. Mrs. M. Burton Williamson, through her interesting and "readable" articles in Nautilus, has made conchology a subject popular with the general public as well as with the "highbrows."

Dr. Ralph Arnold, consulting geologist and paleontologist, has lectured before America's largest universities on the paleontology of the western coast, geology, technology of Southern California's oil fields, oil resources of the world, and taxation of mines. Dorsey Hager has contributed several books on petroleum geology and technology, and Robert T. Hill on geology, paleontology and sociology.

* * *

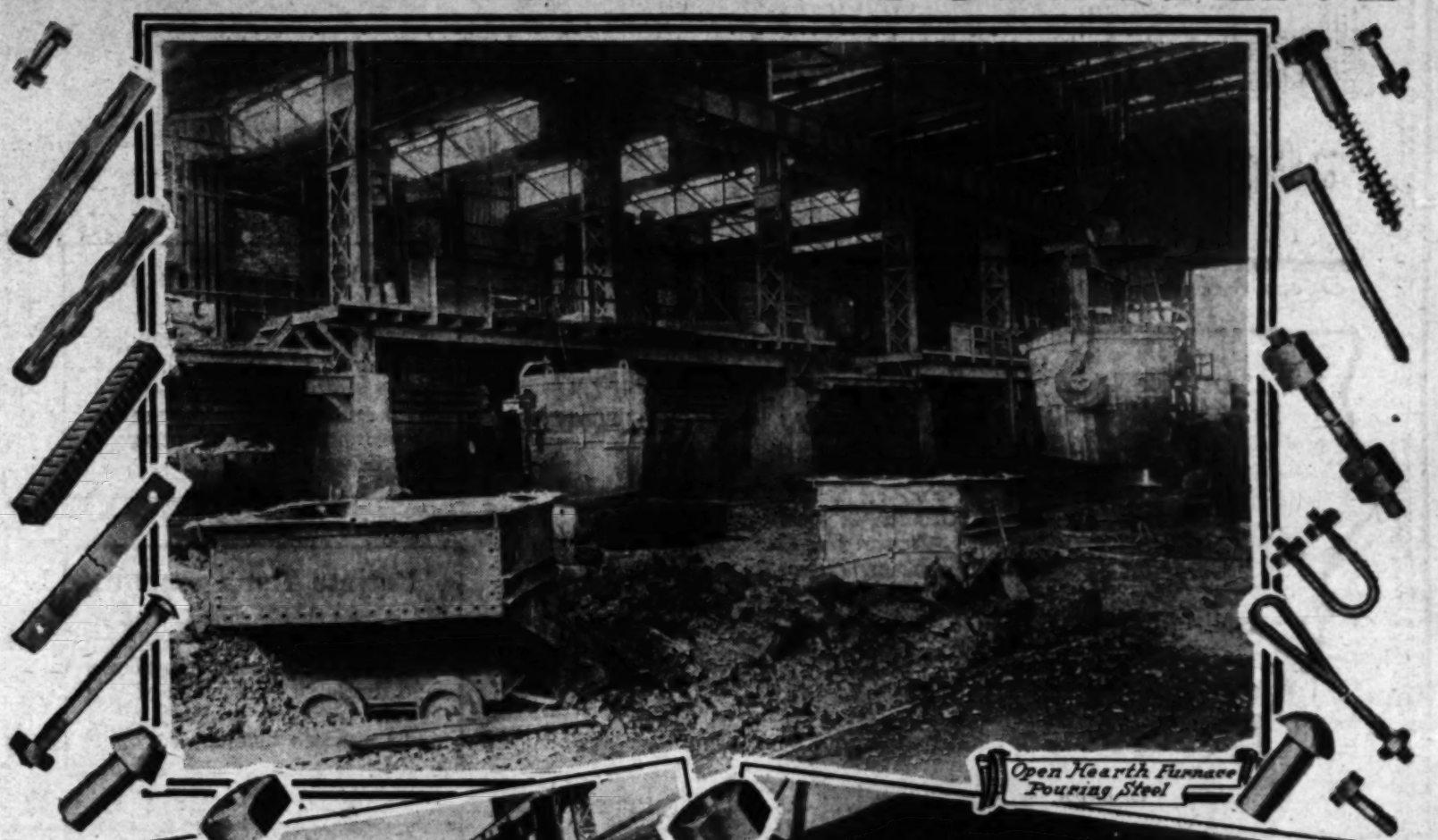
Art and Music

THE sun of California's artistic glory is but rising. Its rays are yet indefinite in color and strength, but each passing season brings closer the day of its fulsome shining. We have no really great works of art—comparable to those of the foreign masters of yesterday. The country out here has been too busy learning its first long commercial steps, is just reaching its young maturity, virile, restless, surging with ambition and with a growing, broadening sense of its own possibilities along finer lines of thought and effort. For that matter, America in her entirety is a commercial nation first.

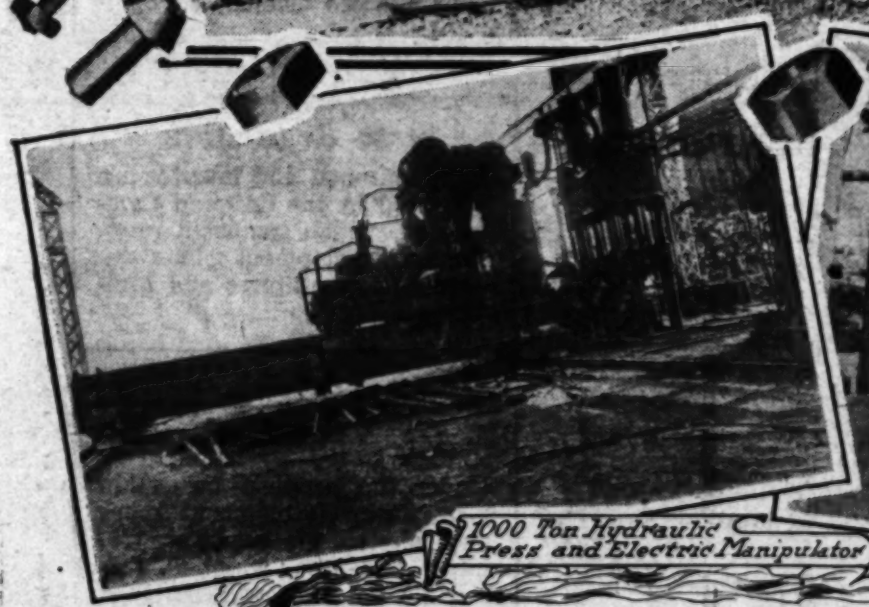
But now that her industrial foundation has been so firmly imbedded in the rock of actual achievement, Southern California is restlessly seeking new fields to conquer, turning her gaze to artistic possibilities. The inspiration is here in myriad forms. The wealth of variegated natural beauties which California's smiling cheeks

(CONTINUED ON PAGE EIGHTEEN)

SOUTHERN CALIFORNIA IRON AND STEEL COMPANY



Open Hearth Furnace Pouring Steel



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What Los Angeles is Doing Industrially and Why

Turning Out Over a Billion Dollars in Manufactures Yearly Biggest Act in Greater-City Drama

BY GEORGE LAW

FROM the east side of the city southward, in a belt several miles wide and extending ten miles into the country where, but a few years ago, were dairies, alfalfa fields, truck gardens and walnut groves, is being rapidly staged the new and biggest act in the Greater Los Angeles drama. It is the fine, flat, open, expansive assembling-ground of big industries.

Already great numbers of prominent players of heavy parts are on the scene. There are large iron works, pipe-making plants, rolling mills, chemical factories, abattoirs, planing mills, box factories, stock yards, canneries and what not. The air is filled with industrial haze and queer smells. Huge trucks trundle along the streets, which are as traffic-jammed five miles out as the arteries of wholesale trade within the civic center. Here then is the explanation of the new Los Angeles. Here may be read in huge symbols the great figures and facts that are reflected in the surging life and scintillated through the air of the business district. It is not amusements or tourists; it is industrial production. It is the production on an ever-increasing scale and the ever-widening distribution of those commodities essential to the life and maintenance of modern civilization.

The south purlieus of Los Angeles are seething with industrial activity. It is not confined there entirely, but the concentration of big industries using bulky raw materials is most evident. Industrial plants reach all the way from Los Angeles to the harbor. It is a fine location for them and there is plenty of room for expansion. The land is level, access to routes by rail and water the most convenient imaginable, and the ground is stored with seepage water from the Los Angeles-San Gabriel Basin, cheaply available to plants that wish to pump their own supply.

Anyone who can recall the southwest outskirts of Chicago twenty to thirty years ago, when cabbage patches were giving way to factories, has a fair picture of what is happening south of Los Angeles. Except that here the air is brighter, the landscape fresher, and the development is taking place in a cleaner and more attractive way. This is the natural zone of the big, clumsy, dirt-making and more or less objectionable necessary evils of a great center of population.

• • •

Residences Here First

LOS ANGELES is fortunate in having become a beautiful residence city, with those districts completely defined, before going in extensively for industries. Instead of a city growing up around industrial plants and being engulfed in their smoke and dirt, the industries are compelled to locate at the edge. They have the flat, least desirable land, that which is the cheapest; but which for their purposes is also the best.

Inside this zone for the big plants, confined mainly to the east side, is the zone of the wholesalers, jobbers and manufacturers of "clean" commodities, such as clothing, confectionery, crackers and bakery goods, electrical apparatus and fixtures, textiles and innumerable other things. This region was at first a vineyard, later developing into the working people's district (not a slums, unknown to Los Angeles,) the foreign quarter and place of small shops. The working people have been moving out gradually to the east heights, where tract after tract has been subdivided and sold at low prices on easy terms. Small means are not a necessary hindrance to living in pleasant surroundings in Los Angeles. Within this zone the old frame cottages and rooming-houses are giving way rapidly to wholesale houses and sanitary factories.

The workers in these establishments do not have to dress down to their work. It is for the most part the sort of work that is compatible with maintaining a neat, clean appearance, and the near location to the heart of the city does not require the workers to pass through dirty or otherwise objectionable streets. This is a big item in attracting a high class of factory labor.

The tourist to Los Angeles today has to visit the east side and then motor south through the heavy manufacturing district fully to appreciate the great change that has come about and is still going on in the life of this city. The rest of the city and its surroundings, from the winsome foothills to the sparkling beaches, when viewed alone and thought of as the whole Los Angeles, does not convey an adequate idea of the true situation. Along with all that it has been in the past, this city is now an industrial entity.

• • •

What We Manufacture

THE total value of manufacturers, things made in Los Angeles, during 1923, passed the $1,000,000,000 point. That is as though every resident, man, woman and child, manufactured and sold $1000 worth of articles.

At the top of the list is motion pictures, and petroleum products come second. But according to the figures for 1922, other products of the industrial activity in and about the metropolis reached an aggregate value of nearly $700,000,000, as compared to $156,000,000 in motion-picture production and $135,000,000 in products of petroleum.

It is from that $700,000,000 and more, the past year, of things made in Los Angeles that the city is drawing its new surge of business life. We may well wonder what those manufactured things are.

Let us glance at the Manufacturers' Directory and Commodity Index, compiled by the Chamber of Commerce. But the glance is overwhelming. There are seventy-seven double-column pages devoted to directory and fifty-seven listing commodities. The chamber reports 4500 manufacturing establishments. In the foreword is this interesting and illuminating sentence: "If you are a manufacturer and your commodity is not made here, write us. There is an opportunity here for you."

In a Los Angeles Iron and Steel Plant

In looking over what Los Angeles is doing industrially, we may dispose of, at the very start, some goodly millions of dollars' worth of city maintenance commodities. All cities have such bills, and, obviously, they are not going to send their laundry, publishing and printing, and have their gas made, in some other metropolis. Thus Los Angeles paid itself $23,000,000 (the figures are for 1922) for manufactured gas, $26,000,000 for publishing and $16,000,000 for general printing. Laundries took in over $11,000,000. Other similar bills, occurring under public service utilities, such as for lights, telephone service, transportation and road maintenance, are not included in the sum of manufactures, and we will leave them out of the reckoning.

So we have now about $625,000,000 worth of products to investigate. Proper to the maintenance bill, I believe, are such items as bakeries, ice and ice-cream factories, beverage plants, confectionery and a number of less important commodities, although bread and all the rest are distributed widely through Southern California and even into Arizona, Nevada and Mexico from this city. The value of all of these would not amount to $70,000,000, with confectionery and ice cream accounting for half.

• • •

Millions Upon Millions

THE next category may properly be that of manufactures related to agriculture and the fisheries. To meat-packing alone is given over $56,000,000. The canning of fruit and vegetables claims nearly $10,000,000, fish-canning $7,000,000, and miscellaneous food products, including scores of things from baking powder to peanut butter, take nearly $69,000,000. Picturesque articles, in the miscellaneous group, are tamales, chili con carne, strange condiments and many kinds of fruit extracts.

Indirectly related to this group are the things that make agriculture possible—implements, irrigation supplies, seeds, fertilizers; also by-products of food crops, such as fruit acids, fruit-pit charcoal, leather goods; perhaps, in this category, brooms, fiber and cordage, alfalfa meal, beet pulp, and meals and oils secured from cotton, linseed and copra (the last imported.)

It may be well to bring in here the supplies and apparatus of all kinds manufactured for trades, schools, professions and every sort of business and enterprise. Hundreds of small, and some large, factories and shops cater to the needs of other business in the manufacture of such things as paper and all sorts of paper products, costumes and other things for the movies and carnivals, cans and boxes in great variety for the various businesses using them, office equipment, art goods and materials, dental and surgical instruments, and so on.

Machinery and transportation form a common basis for products pertaining to the automobile, engines, railway cars, boats, bicycles, airplanes, the running gear of factories and the endless odds and ends pertaining to the upkeep of machinery. Of auto parts and accessories more than $18,000,000 worth is made in Los Angeles, carshop construction aggregates $17,000,000, and a good part of the $75,000,000 in products of iron and steel are turned out in the form of machinery.

Jewelry and novelties are made to the tune of about $2,500,000. Medicines, cosmetics, drugs, and so forth, figure up to nearly $3,500,000.

• • •

Goes Into Building

NATURALLY, in a city growing like Los Angeles, where new homes and buildings are going up by the hundreds every month, there are a good many plants and factories turning out building materials and articles. Everything is made from the smallest metal fixture to the largest pillars of marble, artificial stone or concrete. Sanitary ware, disappearing beds, furniture of all kinds (the woods largely imported,) mirrors, built-in features, furnaces and heaters, patent roofing, calcimine or wall board, crockery, chinaware, enamel ware and glass, and other things in great variety are manufactured right in Los Angeles. The value of furniture made is $22,000,000; cement, brick, tile and clay products add up to $23,000,000; lumber (imported) from the planing mills has a value of over $55,000,000; paints, varnishes, and so forth, nearly $9,000,000; roofing materials, $3,500,000; and other miscellaneous building materials enter the stream of production with a value of $28,000,000.

Metal products, steel bars, rods for reenforcing concrete, boilers, bolts and nuts, castings of aluminum, brass, bronze, lead, zinc, forgings, pipe, iron and steel in all of the more common forms figure with machinery in the making of the third largest Los Angeles industry.

These metal products, dependent upon imported material and the scrap resulting from it, are shortly to enter upon a new epoch of development, with the utilization of the great ore bodies in the immediate back country. Pig iron will be shipped here from Utah beginning next March. The time is not far away when copper will be refined and fabricated on the coast.

Rapid progress is taking place in the utilization of the abundant nonmetallic ores of the mountains and desert back of Los Angeles for the manufacture of clay products, glass, tile, many kinds of chemicals and compounds, useful both in industrial processes and in the home. Los Angeles has at present eleven companies using clay products, about forty manufacturers of chemicals, eight making asbestos products, more than forty glass works, fifteen factories turning out cleaning compounds, four makers of hydrated lime, eight using gypsum and lime for products, and many others drawing upon the deposits in the back country.

Chemicals and allied products are produced to the value of $12,500,000. Some of the chemicals manufactured are cyanide, ammonia, fluorspar, sulphur, barytes, borax, peroxide of hydrogen, and compounds used as detergents, deodorizers, bluing, colors and dyes.

• • •

Produces Wearing Apparel

LOS ANGELES is also a large producer of wearing apparel, the output in 1922 being valued at over $30,000,000. All kinds of clothing, hats, caps and togs for men, women and children are fabricated in some seventy or eighty factories.

A new development is that of acquiring cotton and woolen mills. There is at present one cotton mill having twenty-two spindles (soon to be increased to forty-four,) besides the Goodyear Tire Company's mills, which have thirty-three spindles. Another still larger cotton mill is being established. The raw cotton is, of course, procurable in unlimited abundance from the rich, reclaimed desert fields of the Southwest. One woolen mill is operating and two others are getting established. A silk mill for the making of hosiery is also about to be put in.

Nothing has been said of oil products, which, refined in various forms in some forty Los Angeles plants, contribute the second greatest amount of money to the community. But the oil industry is well in the limelight.

It is the other many industries related directly to the inexhaustible resources of the back country that deserve most attention. Though many of these are already of considerable size, it may be said of all of them that they are in their infancy. Each and every one, as well as others that have not yet answered the call, is susceptible of expansion to the limits of the present demand (which has to depend upon imports to the value of about $65,000,000 a year) and then of growing steadily up with the expanding markets, both domestic and foreign.

Which of the new industries are the most promising? is the question asked A. G. Arnoll, head of the Industrial Department of the Chamber of Commerce. "That is mainly a matter of taking advantage of opportunity," he replied. "The opportunities are especially favorable along the lines of raw resources which have not yet been utilized to any appreciable extent, such as iron, copper, the nonmetallic ores, ceramic clays, cotton and wool. There is no reason in the world why Los Angeles cannot become a great smelting and rolling-mill center for iron and steel, a refining and fabricating market for copper and the chemic shop of a tremendous industry, utilizing the numerous nonmetallic ores in the desert. Those are three great groups that need developing. The glass group is a third. Then there is cotton. The possibilities in cotton milling and textile factories, with Imperial Valley and that great desert country producing cotton, are tremendous. A woolen industry is scarcely less promising."

• • •

For the Eastern Manufacturer

AS TO special reasons why eastern manufacturers should be attracted to Los Angeles, Mr. Arnoll said: "The cost of production back East, in competition with European production, where labor is cheap, is leading the eastern manufacturer to see the advantages in California, where overhead is greatly reduced by the climate and everthing he needs, raw materials, fuel, gas or electrical, and a fine supply of high-class labor, are right on the spot. The eastern manufacturer has to depend upon Germany or some other foreign country for

(CONTINUED ON PAGE EIGHTEEN)

Mightiest Strides Here Through the Past Year

Southern California's Notable Achievements in All Lines of Human Progress Challenge Universal Attention

BY MYRTLE GEBHART

SOUTHERN CALIFORNIA the Golden, long hailed as the premier artistic-all region of America, now is winning borders as a manufacturing and industrial center, setting and being served by the great attractions of "back country" of her doorstep. And not only has she experienced stupendous advancement in comparatively few years from a business standpoint, confidential with the growth of Los Angeles Harbor, but also has California's wonderful contributed her share to the scientific and artistic progress of the day.

Two-and-a-half million rose before two decades around Los Angeles last year and the 1924 output is expected to double that

dividual blossoms of rare beauty to reward the years of endeavor that have gone into their development.

stunning sectional industry, with many in-

The outstanding scientific personality of 1923 is Dr. Robert A. Millikan, director of the Norman Bridge Laboratory of Physics and chairman of the administrative council of the California Institute of Technology, Pasadena. Late in the year he was awarded the Nobel Prize for Physics. The first actual to succeed in isolating an electron, his measurement of the charge of the electron and exact counting of atoms and molecules. The Nobel Medal for notable achievements in the field of electricity also came to Dr. Millikan. His contributions to science are

elements and relates those of heretofore. Until recently ether has been proclaimed by Japan and locally, but with the exception of its catastrophe, Southern California has practically the only ether plants in the world. A byproduct is a cosmetic

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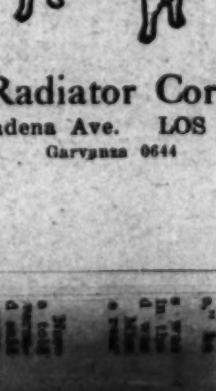

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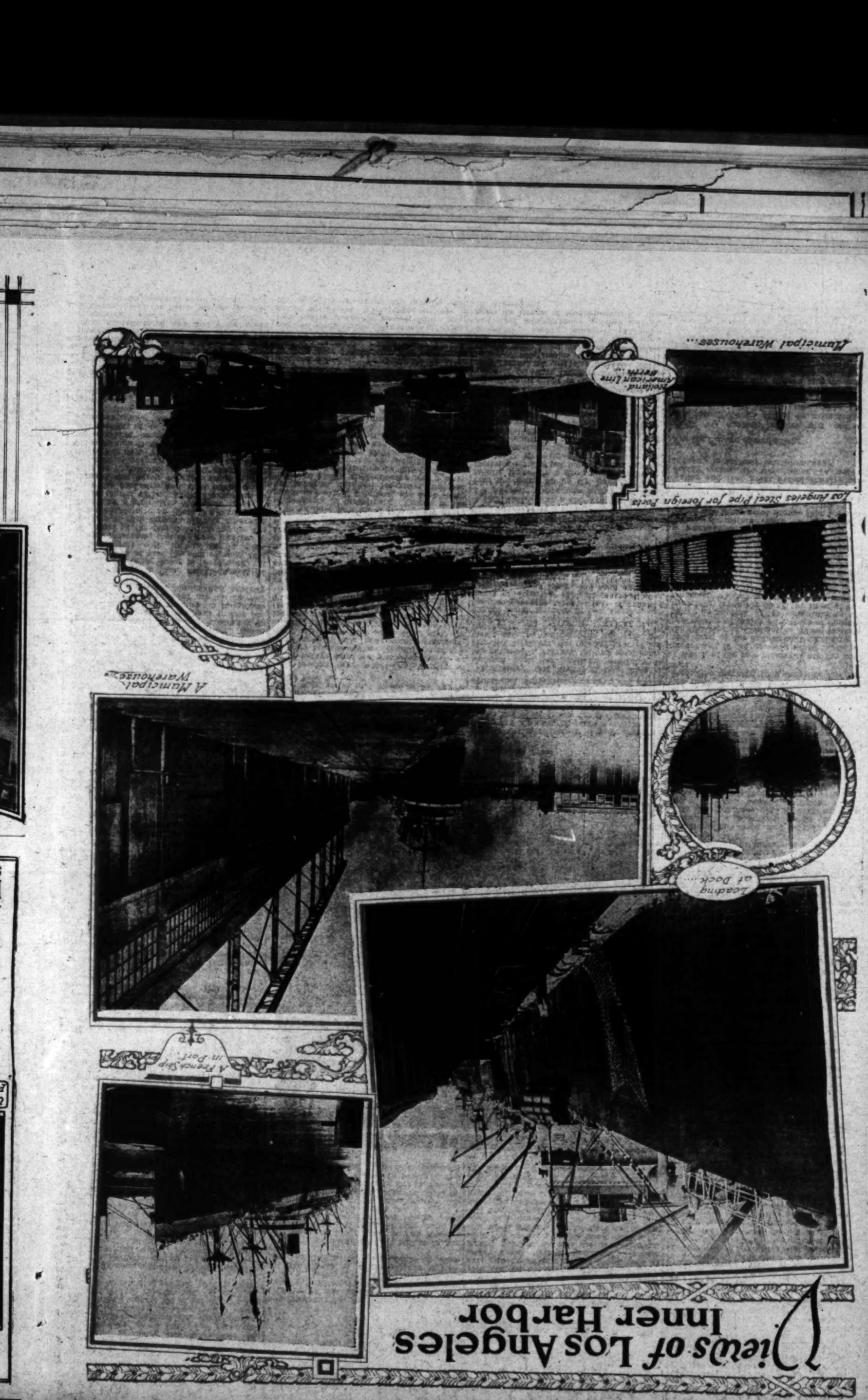

Municipal Warehouses...

Holland-American Line Berth...

Los Angeles Steel Pipe for Foreign Ports

A Municipal Warehouse

Loading at Dock...

A French Ship in Port.

Views of Los Angeles Inner Harbor

How Los Angeles Harbor Doubled Its Business

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FROM comparative commercial obscurity as late as the end of the World War Los Angeles Harbor is now the inspiration of commerce. Oil

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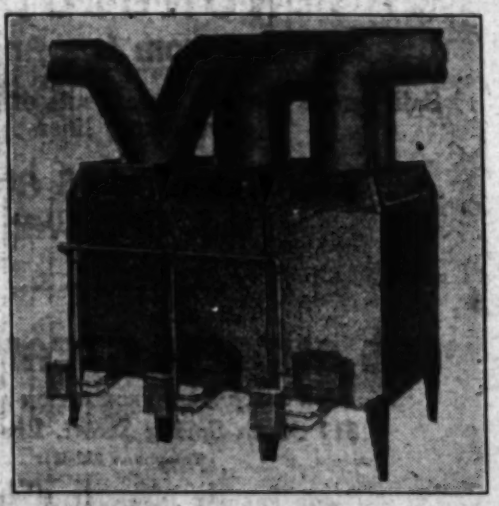

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How Los Angeles Harbor Doubled Its Business

Leads in Oil Exports and Lumber Imports—Steamship Lines Multiply and Activity Grows Generally

FROM comparative commercial obscurity as late as the end of the World War Los Angeles Harbor is now the inspiration of commerce. Oil, lumber, fisheries!

These are the key to the harbor's magic development.

Four years ago the port had six offshore steamship lines. Now it counts 115 freight and passenger services to 200 ports around the world. During the past year fifty shipping combines have come to trade and fuel, twenty oil-carrying fleets among them; also three German lines, whose flag has been absent since 1914. Two or three of the larger new lines are the Trans-Marine with seventeen intercoastal ships, United American with fourteen intercoastal and eight European; Swayne & Hoyt's service to South America, and the Panama-Pacific intercoastal passenger service.

Within two years the harbor has leaped to the position of ranking exporting oil port in the world, whence come ships of all nations.

In a radius of thirty miles a fifth of the earth's supply of oil gushes forth. At the harbor in 1923, $60,000,000 in refineries, tank farms and pipe lines have been erected by the Standard, Union, Associated, Pan-American, General Petroleum, Shell and Petroleum Midway oil companies. And these companies have built loading stations costing millions more, from which petroleum pours out to the world at the rate of 160 tanker loads, 13,000,000 barrels monthly.

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Sailings Are Doubled

DURING 1922, 3350 vessels arrived and sailed. In 1923 that number rose to 6450. Of these 1920 were tankers, coming in empty and carrying out 158,000,000 barrels of oil. Eighteen hundred were lumber carriers bringing 2,000,000,000,000 board feet to the world's largest lumber importing port, sufficient to encircle the globe a dozen times with a five-foot fence.

But the glory as the leading lumber and oil port is in the ascendant. New fields are opening at the harbor's door, new oil fleets are projected and three new $1,000,000 mills and yards are nearing completion with the city contemplating another for independent lumber importers. Cotton is becoming a heavy item of trade, a second compress now rising.

Supremacy in fisheries also is near. Boston now is Los Angeles' only close competitor and yet many months this port's output has exceeded the Hub City's.

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Fishing and Canning

FISH valued at $6,000,000 weighing 81,062,024 pounds were delivered to canneries and markets in 1922. But in 1923 the harvest of the sea totaled 100,000,000 pounds, worth $10,000,000. Prices were higher also, fishermen who received $200 a ton in 1922, netting as high as $400 last year. From 400 fishing boats in 1922, the port's fishing fleet grew to 750 in 1923, going 1000 miles south for the last catches of the season. Tuna, canned here for the rest of the world, is developing enormous markets, while the canning of sardines, done in a small way for ten years, is gaining in momentum yearly. Because of a different fish and method of canning, Los Angeles sardines have high standing in the market.

But in the glutted docks, the scenes of ships tied two abreast awaiting dockage, and jammed railway yards, is another wonder story of a rising capital in the rising empire of the great Southwest. Many products of the civilized world now traverse the arteries radiating from this port. Los Angeles' products from 4560 factories are becoming conspicuous on every sea and because the world's cheapest fuel lures ships here from everywhere, the port is skimming the cream of the trade.

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Panama Canal Trade

THERE passed through the Panama Canal during 1923 approximately 11,330,000 tons of intercoastal merchandise, of which Los Angeles Harbor alone originated or received approximately 7,455,000 tons, or 66 per cent, comparable to San Francisco's 1,700,000 tons. Los Angeles' intercoastal trade almost equals the combined intercoastal commerce of New York, San Francisco and Seattle.

Los Angeles' commerce for 1923 is estimated at 28,000,000 tons, valued at $650,000,000, compared to 10,285,000 tons, valued at $307,741,000, for 1922.

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Huge Oil Exports

THIS amazing growth, however, needs explanation. And it is found in the huge exportation of oil during the year. Inbound and outbound coastwise trade practically balanced before last year, as did the port's incoming and outgoing intercoastal and foreign trade. But 1923 upset the scales in all three classifications. Commerce to Hawaii also received big stimulus through inauguration of the palatial passenger and freight service by the Los Angeles Steamship Company, and Los Angeles shipped $5,000,000 of commodities to Alaska.

All this through what a Saturday Evening Post writer has described as "a port built from nothing."

Discovered in 1542 by Juan Rodrigues Cabrillo, this little muddy nook languished centuries, a spurned beggar of ships. Then one sunny day back in 1909 when the spirit of Los Angeles got expansive Uncle Sam built a two-mile $4,000,000 breakwater. War came on. The little urchin doffed his swaddling clothes, and there stood a splendid stripling, sprung almost full-statured overnight.

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The Story of Growth

THE rest of the tale those who run may tell: How the navy came with its bases and training stations, the army with its cantonments, shipyards sprang into being and California commerce rushed to feed the boys, the Allies and the trade-depleted nations afar.

Behind the breakwater, still waters forty-eight feet deep offer anchorage to 100 ships. Along the wrist and fingers vessels drawing thirty-five feet pass safely to 45,446 feet of the most modern city-built sheds, wharves and piers in the world, 10,000 of which have been completed during the year. Radiating from these wharves are thirty-five miles of municipal belt-line railway tracks, seven miles of which were laid last year.

Last fall a $1,000,000 twin bascule bridge to Terminal Island was dedicated by the Harbor Commission, along with a $500,000 twenty-three-mile truck highway to expedite commerce by truck to the mother city. The commission is tearing down hills for a similar highway to the outer harbor where a series of slips, piers and railways are to follow. A like unit costing $5,000,000 is under way on Terminal Island. West Basin is destined for similar development, while seven dredges are deepening the whole harbor and widening the main channel to 1000 feet. Private enterprises are spending $15,000,000 more, including a $3,500,000 plant of the Pacific Coast Borax Company, whose products formerly went overland to New York.

Los Angeles city, which owns three-fifths of the water front, places a valuation on her port properties of $41,000,000. City officials are talking of a $200,000,000 harbor, based on experience. That means the city or the government must extend the breakwater, making available twice the water front now covered with city wharfage.

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Rail Connections

SENSATIONAL, however, as has been the growth of the harbor and of trade, this trade would be handicapped were it not for steel highways over which to disgorge it. In 1923 more than 150,000 loaded railway cars left this port, 105 per cent gain over the previous year. In that same period 58,020 arrived, more than double 1922's record, one line gaining 300 per cent. It is a Herculean task, shared by three big carriers, the Pacific Electric, the Southern Pacific and the Union Pacific, aided by the municipal belt line which operates in a mediocre way in spots about the harbor.

January of this year will see a fourth entry, the Santa Fe, whose $2,000,000 extension from Los Angeles is nearing completion. Vastly greater switching yards however are imperative right at the harbor.

Ranking among the larger industries are the Los Angeles and the Bethlehem shipyards, which built fifty-five ships during the war, and today are the busiest yards on the Coast, with ten to fifteen vessels in each yard daily. Each concern has one or more dry docks capable of handling the largest commercial ships afloat, with expansions under way aggregating $2,500,000. They employ thousands of men.

Fred L. Baker, president of the Los Angeles Shipyards and other corporations, estimates the metropolitan harbor district pay roll at $325,000 daily. That, from $3000 before the war, $200,000 at the war's height.

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Home of Battle Fleet

ANOTHER big source of income and a matter of much pride to Los Angeles, is the location at the harbor of the Battle Fleet. For a major portion of each year this mighty armada, including twelve superdreadnaughts and numerous auxiliaries, operates out of here on maneuvers and firing practice. In consequence the port and surrounding cities are also the home of the 15,000 officers and men manning the fighting craft. The port also has first-class coast defenses at Fort MacArthur.

Another barometer of prosperity is the banks. In 1919 deposits in San Pedro's three banks totaled $3,327,000. Today there are nine with more than $12,000,000. Wilmington, which a year ago had one bank, today boasts four with deposits of $2,500,000.

Just as the port has expanded industrially and financially, so has her population grown. From 10,000 in 1908, San Pedro and Wilmington rose to 15,000 in 1917, to 37,000 in 1922 and to 45,000 in 1923. Last year also shattered building records, permits totaling $13,000,000, the previous record, in 1922, being $5,000,000. Last year saw new businesses and residences strike out for the hills, no less than half a dozen big scenic subdivisions being sold out and dotted with hundreds of "restricted" homes. Prosperity also enveloped Harbor City, Lomita and Torrance. Activities have risen so rapidly several thousand workmen must needs live elsewhere, though building has jumped 200 per cent.

With all this the civic side has kept pace. A dozen schools, a new library, a $600,000 theater, numerous clubhouses and churches and a $100,000 memorial swimming pool and community house have risen, while the California Yacht Club now boasts 500 craft, ranging up to $1,000,000 steam yachts. The harbor has acquired three more parks, and the city has voted $250,000 for another containing a 2000-foot swimming pool. Conversely the port also occupies the singular position of being perhaps the largest community in the country without a golf course. It has, however, a Chamber of Commerce which is the mouthpiece of the community, a Rotary Club, Lions Club, the customary business, patriotic and sectarian organizations, a new clearinghouse and a new Maritime Exchange which has proved a boon to shipping.

Right now, however, it is interesting itself chiefly in obtaining two more highways to Los Angeles, in developing larger water reservoirs, in gaining more police and fire protection including a larger fire boat, and in double tracking its electric railways.

There are projects on foot such as the opening of three new business thoroughfares and the construction of a $15,000,000 steel mill and a $70,500,000 new pipe line from Bakersfield.

CITY REALIZES ON HARBOR INVESTMENT

Its Water-Front Property Now Valued at Forty-one Million Dollars; Yearly Revenues Increase Rapidly

THAT the city development of Los Angeles Harbor has proved to be a tremendously successful business enterprise apart from its value in the upbuilding of the city industrially and as a world port is graphically set forth in a report of the Municipal Efficiency Commission, issued last November. The report represents more than a year's work by the commission and its director, Arthur Eldridge, and his assistants, and presents the first complete detailed history ever issued of the harbor, together with an examination of the organization of the Board of Harbor Commissioners, which has supervision over the municipal-port properties in all branches, including engineering and construction work, handling of the incoming and outgoing freight and of the vessels which use the harbor facilities.

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History of Harbor

IN OUTLINING the history of Los Angeles Harbor from 1871, when the Federal government started the development of the harbor by the construction of jetties in the vicinity of Dead Man's Island, down to the present time, the commission cites the years of delays which have been caused by legal stumbling blocks resulting from conflicting claims for the possession of tide lands and other land on the water front, resulting in long litigation, such as the Outer Harbor Company's case and the city's troubles with the Salt Lake Railroad over the Terminal Island frontage. Most of this litigation is out of the way, though the commission declares that the development of the port will feel the effects of these dragging claims and controversies until 1950.

Of the rates charged by the city for leases of municipal harbor lands, the commission says that the prices charged are in many instances too low and that this is due to the tremendous increase in value of land at the harbor.

The Efficiency Commission, which submitted the survey, is composed of Mayor Cryer, George A. Cochran and William Lacy and the detailed work of the survey was done by Director Eldridge, assisted by John G. Heft and other experts.

The survey minutely discusses the organization of the harbor department and the rates charged for land leases. Concerning the organization of the department, the commission's chief and practically only criticism is directed at the accounting methods of the department, which were adequate when the port was small, but, the commission says, are inadequate for the present size of the port properties and business. The commission recommends that the financial survey which was dropped be completed and that a definite, modern, complete accounting system be established with power and authority given to a controller of experience and executive ability to handle the department. The commission commends the recent start of the harbor board to place all of its purchases under a purchasing agent as the department purchases are now amounting to $500,000 a year and a separate department is required to handle this business.

Judged simply as an investment, the city's properties at Los Angeles Harbor represent a valuation, according to the Efficiency Commission's report, of $41,746,976.05, composed of real estate (reasonably valued) acquired through litigation and purchase and port properties at depreciated inventory values. These have cost the people of Los Angeles $8,700,000 of bond and revenue funds; in addition to which the Federal government has spent $7,674,000 on dredging and other improvements (including the $3,000,000 breakwater,) making the total investment $16,374,000.

The commission's report treats of conditions as of June 30, 1922, at which time $14,900,000 in bond issues had been authorized, but approximately only $8,200,000 expended for construction. The remainder of these bond issues has since been expended in port development, thus materially increasing the value of the city's holdings at the port.

The total of $14,900,000 for bond issues does not include the $15,000,000 harbor bonds authorized at the June 5 city election last year. The first block of these bonds, amounting to $5,000,000, was sold last November, although the actual spending of the money derived from this sale will not begin until early this year.

• • •

City's Revenue

THE revenues of the city government from the harbor properties for the fiscal year 1921-1922 were $703,686.71, and the Efficiency Commission in its reports declares that when the data are completed for the fiscal year 1922-1923, the city government's income from the harbor properties, dockage, wharfage, rents and other sources will show a revenue of at least $1,100,000. This increase of revenues is at the rate of 50 per cent yearly, and the commission declared that, in its opinion, for the fiscal year 1924-1925 the revenues will be sufficient to pay all interest and sinking fund charges on present Harbor bonds.

The commission in listing the city properties at the Harbor and estimates of the value of each predicts that Los Angeles should have in mind a $200,000,000 harbor in years to come to handle the business of the port, as compared with the present valuation of $41,746,976.05. These properties are divided as follows: Real estate (2016 acres,) value, $33,845,117; improvements, $7,263,810.43; equipment, $488,393.67; materials and supplies, $149,654.95.

The revenues for the fiscal year 1921-1922 totaling $703,686.71 included as principal items, dockage, wharfage, land rents, storage and other receipts, $396,559.14; cotton compress, $108,625.28; pilot fees, $83,908.90.

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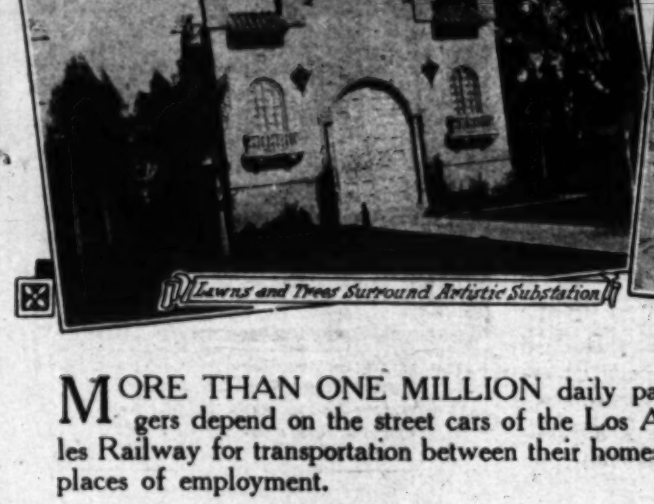
Freight Increase

THE income from the port properties, which is now increasing at the rate of 50 per cent a year, is a result of the tremendous increase in freight in and out of the harbor. This tonnage for the fiscal year 1914-1915 was but 1,000,000 tons in round figures as compared with the tonnage of the fiscal years 1921-1922, which was 6,533,589 tons, and the report shows that there is every reason to believe that the tonnage will continue to increase at this record-breaking rate and that additional facilities must be provided for years to come to handle the business. At the present rate of increase in tonnage, the report says that there remain but 62,000 feet of frontage available for development by the city and that this, if developed, will be taxed to capacity by 1928.

The extension of the breakwater so as to protect the Terminal Island frontage and Long Beach will provide a great amount of land which can be developed with slips and terminals, the commission says, and it also points out that in the future there must be considered the linking of Long Beach and Los Angeles harbors into a one-harbor district for development purposes.

BYRON JACKSON PUMPS

Los Angeles Local Transportation



Lawns and Trees Surround Artistic Substation

MORE THAN ONE MILLION daily passengers depend on the street cars of the Los Angeles Railway for transportation between their homes and places of employment.

The street railway extends to remote sections of the city, thus facilitating the expansion of residential and industrial districts.

By retaining safe and dependable transportation at minimum fare, the railway has been an important factor in the rapid development of Los Angeles.

Two Car Trains Serve Rush Hour Throngs

Type of Motor Vehicle Operated in Local Service

Cars Being Built in Los Angeles Railway Shops

The "Hurry Up" Wagon That Clears Street Blockades

THE LOS ANGELES RAILWAY has purchased and built 130 new cars in the past year.

It has extended or agreed to extend eleven car lines.

It has established auxiliary bus service and made many other improvements in a program involving expenditure of eight million dollars.

To render the most efficient service for Los Angeles, the street railway must be able to move its cars without wasteful delay to the million daily passengers.

The street railway bespeaks your friendly cooperation in maintaining the best possible service for the good of Los Angeles.

LOS ANGELES RAILWAY

Romance of Los Angeles in Commerce of Globe

Sunshine, Climate and Scenery Converted Into Real Commodities and the Entire World Demanding Them

BY GEORGE LAW

WHEN we recall the early Los Angeles "commodities"—sunshine, climate and scenery—there is undoubtedly a smile in the thought of a city growing upon such things. But the thought evolves and expands in the way of paradoxes in which rich meaning is hidden, until the smile is quite lost in an amazement, an inspiration, of understanding.

It could not have been done upon the Atlantic Coast. Had the world scheme of settlement required the development of the Pacific side of America first, the country across the mountains would now be as much of a frontier as Canada. The first cities had to be industrial and commercial. If they had been established in California, there would have been no occasion to duplicate them in the East. To distribute eastward from California is as practical as to distribute westward from New England. The climate and scenery of the East would never inspire settlement on a grand scale. The East, as back country for California, would have been exploited for its hardwoods, mineral resources, especially coal, and vast agricultural lands capable of raising crops too plebeian for California lands. Towns, small cities, would, of course, have developed in this workshop across the mountains; but the grandeur of American metropolitanism would have been confined largely to the Pacific Coast, where by preference of the American people it is developing most rapidly today.

So it is, of course, better that the East was made first. Now the United States has its Boston, its New York and Chicago, its beautiful capital and other cities in a wonderfully and richly developed environment that is too important not to be maintained upon the highest scale. And it is acquiring equally as important a West and a Far West, anyway. California did not have to start industrially. The natural endowment of the State makes inevitable the highest expression of civilization. No hinterland workshop for the East, in the case of California. Rather a version of city and country life that cannot be paralleled anywhere in America or in the world, with such accompanying industrial development as is needed and desired.

* * *

Happiest Medium for Man

NOW we begin to get at the significance in sunshine, climate and scenery. They provide the happiest medium for man. They are environment, the environment most congenial to the all-'round welfare, health, prosperity, joyousness and progress of human beings. The Spanish Empire could have opened California in the sixteenth century. It did not begin settlement until the eighteenth, and then merely for the sake of holding the territory. But circumstances were powerless to delay development long. Gold caused the Americans to find California out. Some of the argonauts saw the potentialities in the land and remained. Now the world appreciates California and new settlers are coming in by the hundreds of thousands every year.

California sunshine, climate and scenery do actually belong in the category of commodities. They have been capitalized in themselves for home value, recreation, health and travel. They are in themselves the most essential raw materials in the great motion-picture industry. Directly and indirectly, they are responsible for industries in surprising variety and large number. They are, moreover, a service to industrial life, through promoting the health and efficiency of the workers, in permitting production the year through under ideal conditions, and in lowering overhead by means of less-expensive housing, less heating, less cooling and less depreciation caused by bad weather.

Let us look closer at these "commodities." Sunshine means that there is sunshine nearly every day in the year. This is capitalized to make pictures in Hollywood, raisins in San Joaquin, flower seeds in Lompoc, dates in Coachella Valley, excursions all the time and health everywhere. The volume of it varies in different parts of the State, as a rule decreasing northward and increasing toward the desert. In Los Angeles, according to statistics compiled by the Chamber of Commerce, the sun may be seen 354 days in an average year. July and September have the most foggy weather, with an average of four foggy days each. During the summer a good many days begin gray near the coast, clearing about noontime.

Climate means in Los Angeles that in August, the warmest month in the year, the average temperature is 71.5 deg. In January, the coldest month, the mean is 54.3. It is recorded that the thermometer remains below 90 deg. and above 30 deg. 353 days in the year. Humidity ranges between 60 per cent in December, the driest month, to 89 per cent in July, the foggiest month. The rainy season commonly begins in December and ends in April. Practically no rain falls during the other months.

The moderateness of the coastal climate varies somewhat with movement northward, inland, and to higher altitudes. The summer climate is distinguished by dryness, the winter by lack of freezing cold. There is no snow except above elevations of 4000 feet in the mountains or on the high plateaus, while high summer temperatures inland and in the desert are not objectionable because of the relatively low humidity in those regions.

This climate, as nearly everyone knows, enables California to grow semitropical fruits and plants, such as oranges and dates, to duplicate all of the agricultural industries of the Mediterranean region, the cotton industry of the South, and to raise everything else besides, both in and out of season.

The scenery means the most varied topography in the world, from the lowest basin in the United States to the highest peak. The combination of seashore, valleys, plateaus, mountain ranges, deserts and sub-sea-level depressions, means so much to life, to health, to pleasure, to art and to industry, that the full significance cannot be compressed into words. Like God, it is a superproposition, manifest to man in works and dependent largely upon the fineness of man's appreciation.

* * *

Agriculture and Mining

SUCH is the California environment. Resolved into mundane quantities, it becomes for the purposes of industry the source of two great classes of commodities, agricultural and mineral.

The earliest commerce was in hides and tallow, taken from the long-horned steers which the Spaniards turned loose here, and in wine brewed by the padres of the missions. Then, while Central and Northern California were producing gold, Southern California began to develop the great fruit industries, beginning with the European varieties of grapes. Later came citrus fruits, walnuts, olives, raisins, figs, prunes and many other kinds of fruits marketed fresh, dried, canned and preserved. The fishery industry developed at the same time. In the mineral group, petroleum, borax, salt and cement figured earliest in trade, although there was all kinds of mining in a small way and natural gas was tapped to supply local needs.

General farming sprang up as a means of supplying the local population with many foods and food products that were being shipped in. The production of food ramified out in all directions, from meat, milk, dairy and poultry products to vegetables, berries and cereals. Such farming has increased and is still increasing prodigously, spreading to such outlying regions as Imperial Valley and other parts of the desert. Local demand, however, manages to keep ahead of the increasing supply, although specialized production of certain crops has resulted in the building up of a heavy export trade. In addition to the large shipments of canned and dehydrated goods, California sends East fresh vegetables, fruits and melons in great quantities. The business caters especially to the fancy prices of out-of-season markets, California naturally filling the place of hot-house for the nation.

Canned fish is also an important commodity of export trade. Locally packed meat is consumed at home. Hides and wool are, however, shipped out. Los Angeles has but a few shoe factories. Woolen mills are just getting a start. Cotton mills, textile industries and tire factories are growing up in response to the great production of cotton in the desert. The production of raw materials, already great and potentially almost without limit, indicates definite lines for manufacturing to follow.

Though oil is now king of mineral production, the hills, mountains and desert, roundabout and back of Los Angeles, far into the neighboring States, teem with metallic and nonmetallic ores of all kinds. The iron industry in Los Angeles has grown steadily from small beginnings. This is due for a boom with the opening of the coal and coke supplies of San Juan Basin within easy haul from New Mexico. Had the Pacific Coast developed first, so tremendous are the deposits of iron ore and copper ore, and so extensive the beds of coal in Utah and New Mexico, that the Lake Superior-Pennsylvania combination might not have been heard of to this day.

Cement, all kinds of clay, glass sand, chemical and industrial ores, basic salts, abrasives and quarrying materials exist in such tremendous quantities in the Coast Range, the Sierra Nevadas, the Mojave and Colorado deserts, in Nevada, Arizona and Mexico, side by side with the metallic ores, that every need of industry and all the raw material can be supplied from this tremendous back country.

There are a few things that are missing—lumber, for instance, silk, copra and several others, but very few. Such things pour in through Los Angeles Harbor.

These commodities, the foodstuffs and materials that sustain life and make material civilization, are the commodities obtained from what we have called "scenery," largely, of course, with the help of sunshine and climate. They are the California environment resolved into its components. However, the environment remains, resolve it as much as you please.

* * *

Whole World Buying Here

IT WAS such an environment, rich, as a whole, in one way, rich with industrial and commercial promise in another way, that attracted to Los Angeles three of the greatest American railroads, transcontinental lines. Only to the rich resources of the land can be attributed the construction of a deep-water harbor at the cost of many millions (a work still going on to the tune of $15,000,000 expended in the year just ended) to provide Los Angeles with an outlet to the sea. Resources being tapped and utilized, products being made and distributed for the benefit of the rapidly increasing population, are directly responsible for hundreds of miles of cement highways for rapid automobile transit and the quick and convenient distribution of goods by motor truck; responsible as well for the largest interurban electric system in the United States, having a roadway of 564 miles radiating from Los Angeles, and doing a freight business of $5,500,000 in 1923.

Here are facilities for distribution, local by motor truck and an electric interurban, nationwide by railroads, and worldwide by port and ocean liners. If Los Angeles sought with all her aesthetic power to minimize participation in trade and commerce, such facilities would, nevertheless, create distribution to their very terminals. And, as a matter of fact, Los Angeles sends her commodities all over the world.

Putting it another way, the whole world buys here. At present it is in particular buying lots of oil. But it buys lots of other things which it cannot get anywhere else. Strangely enough, New York is one of the chief buyers. New York has developed a taste for California's canned fish, olives, dates, lettuce and other foods, along with the established demand for oranges, the earliest fresh fruits and all the canned and dehydrated fruits and vegetables. But New York also orders from Los Angeles furniture, dry goods (amazing!,) electrical goods, soaps, paint, borax, citric acid, metals, talc and other products.

* * *

Shipments to England

TO LONDON and Liverpool go large cargoes of gasoline, olives, pears, raisins, fresh and canned fruits of many kinds, automobile accessories (strange!,) medicines, borax, honey and cottonseed products. The Orient receives a variety, including hardware, potash, chemicals, fish and candy.

There are seven main foreign-trade areas, which are in order of importance: (1) Northwestern Europe, (2) Asia, Australia and Oceania; (3) Japan, (4) Canada, (5) Mexico and Central America, (6) South America and (7) Mediterranean, the Balkans and Africa. Chief in the list of commodities exported to these countries are petroleum products, iron and steel manufactures, canned fruits, canned fish, citrus fruits, honey, beans, breadstuffs, seeds, candy, oil-cake meals, cotton wearing apparel, automobiles and accessories, clay, chemicals and drugs.

Los Angeles is the greatest exporting petroleum port in the world. It superseded New York on the volume of intercoastal tonnage for the first quarter of 1923. The greatest business is domestic coastwise, the next domestic coast-to-coast, and the third foreign.

It is now recognized that manufacturers and jobbers can ship out of Los Angeles to all parts of the globe, as well as they can ship from any port on the Atlantic Coast. This is one of the great incentives to the establishing of industries here. Coupled with the superior advantages of climate, and also in many instances with greater ease in securing raw materials, the inducement is to be resisted only by such concerns as have made tremendous investments elsewhere or occupy exceptionally favorable locations on the East Coast.

* * *

And We've Only Begun

IN SPITE of having the world for a market, Los Angeles has only begun to distribute to the world. Its doorway is held open mainly to welcome commodities from elsewhere; yet, in spite of great importations, Los Angeles is to itself its own best market.

When asked about distribution, Fred P Gregson, traffic manager of the Associated Jobbers of Los Angeles, grimaced and exclaimed "Distribution! That's what we're trying to din into the ears of Los Angeles merchants. The world's their market, it's open to them before and behind, but the market is too good at home."

The point is, he explained, that there is not enough manufacturing in Los Angeles. The freight charges paid by local people for commodities brought in by the railroads alone amount to $40,000,000 a year, Mr. Gregson declared. The volume of goods represented by such shipping charges is tremendous, the value so great as to frighten a person out of trying to figure it up.

"Now the Los Angeles manufacturers should be getting this business," Mr. Gregson continued. "And the railroads can make their money on the stuff going East."

It has been figured that the average per capita shoe bill per annum in Los Angeles is $18. There alone is $18,000,000, practically all going to eastern concerns, for there are but a few shoe factories in this city. The most common best-known brands of canned soups, pickles, milk, breakfast foods, soaps, washing powders and many other products all hail from the East and Middle West. Yet California produces the raw stuffs of all these things and can manufacture and sell them here more cheaply than they can be procured from the outside.

Moreover, the immediate markets grow by that which seeks at home to supply them. The railroads are not just receivers of freight and other charges. They are supporters of population. According to Mr. Gregson, the railroads pay into Los Angeles in the form of wages and salaries and purchases more than they take out in revenues. They, themselves, are the largest industry. The Pacific Electric system alone employs 6000 men.

It is the same with all industries. They bring in more people, provide employment, add to the earning and spending capacity of the city or district, and thereby enlarge home markets.

In the case of Los Angeles, with its remarkable start from other than industrial foundations, the industries have still a big gap to close before they can catch up with the population. The gap increases as they try to fill it. It reaches outside the city to the lands and mines where the raw materials for factories and industrial plants of many kinds are being produced. Settlements, towns, cities, are springing up in all parts of the vast rich back country. But the gap means markets.

* * *

Industrial Production

INDUSTRIAL production in Los Angeles passed the $1,000,000,000 mark considerably in the year just ended. Every industry is healthily growing, new industries are starting and coming in by the score every month, by the hundreds every year. Corresponding industrial growth is proceeding throughout the back country. The population of Los Angeles is increasing at the rate of 100,000 a year. This, too, is echoed to all parts of the back country, where reclamation is opening tremendous new farming districts, and hydroelectricity opening new and reopening old mines.

What does this mean to commodities and commerce? It means, as the figures of the veteran traffic manager reveal, that Los Angeles and the Great Southwest are to themselves their own best markets. The long-delayed concert is on, and while the whole world may listen in the anvils are struck and the trumpets are sounded mainly for the benefit of the performers themselves and the home communities.

Curing the Cripples

Marvelous cures of apparently hopelessly crippled children at the Orthopedic Hospital of Los Angeles, which is maintained by private subscription and contributions, are reported monthly, every advantage known to science being commanded for the benefit of unfortunate little ones who could not otherwise have attention.

Easy Style for Kiddies

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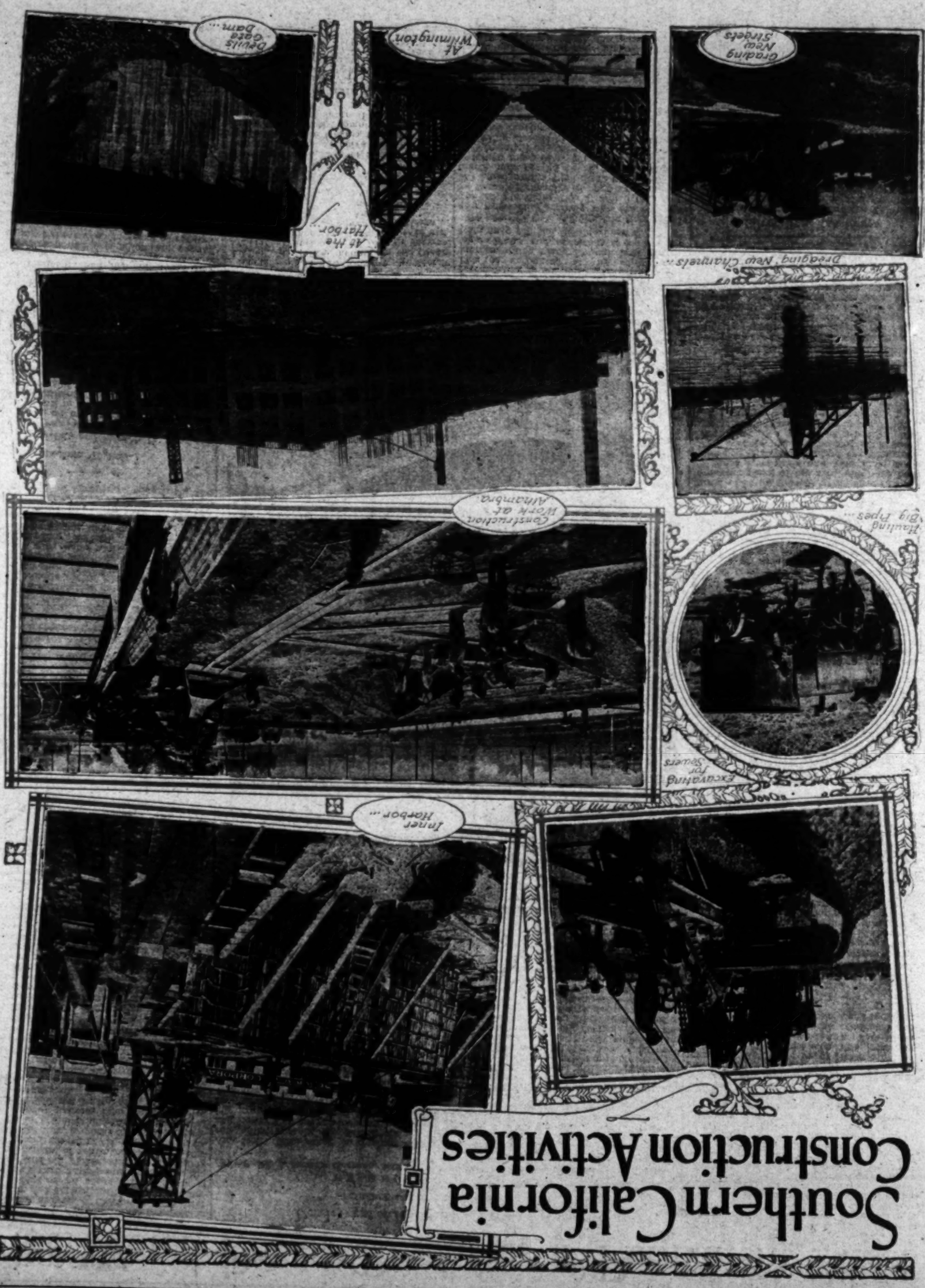

Romance of Los Angeles in Commerce of Globe

Sunshine, Climate and Scenery Converted Into Real Commodities and the Entire World Demanding Them

BY GEORGE LAW

WHEN we recall the early Los Angeles "commodities"—sunshine, climate and scenery—there is undoubtedly a smile in the thought of a city growing upon such things. But the thought evolves and expands in the way of paradoxes in which rich meaning is hidden, until the smile is quite lost in an amazement, an inspiration, of understanding.

It could not have been done upon the Atlantic Coast. Had the world scheme of settlement required the development of the ward, inland, and to higher altitudes. The summer climate is distinguished by dryness, the winter by lack of freezing cold. There is no snow except above elevations of 4000 feet in the mountains or on the high plateaus, while high summer tempera-

eral others, but very few. Such things pour in through Los Angeles Harbor.

These commodities, the foodstuffs and materials that sustain life and make material civilization, are the commodities ob-

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Vast Water Power Resources a Permanent Asset

Development of Hydroelectric Energy an Important Achievement in California's Growth

BY GEORGE R. MARTIN,

Vice-President, Security Company, Affiliated with Security Trust and Savings Bank, Los Angeles

THE most important achievement in the growth of California, industrially and agriculturally, is the development on an unprecedented scale of the State's vast water-power resources. Unlike coal and oil, which today are darkening the background of continued European controversy and unsettlement, which today, together with iron, are still the unit of measure of the potential industrial capacity of these warring nations, this water power of California will not waste with use—it cannot be exhausted. It will keep on in undiminished flow as long as there is a Pacific Ocean to evaporate the water, as long as the earth revolves to swing the vapor against the high Sierras and as long as these mountains exist to condense it and maintain slopes down which it may fall and flow again to the sea.

In other words, there is no wastage to this greatest of Nature's resources when electricity is being generated by water power. In developing hydroelectric power the first investment is practically the only investment, for there is comparative freedom from industrial interruptions of almost every nature and little depreciation in the plants and equipment. Moreover, there are practically no transportation costs because electricity delivers itself.

• • •

A Permanent Asset

THE permanency, therefore, of water power in California, the imperishable nature of it, the always increasing market for electricity—science is delving deeper and deeper into the uses to which electricity can be put, constantly finding new uses for it—still believes it will be the final substitute for gasoline in automobiles—and the large scale on which electricity is being generated from water power in California should make of this State the center of the greatest and richest industrial and agricultural development in the world.

According to tables that have been carefully worked out, based upon long records, hydroelectric energy not only produces the nearest maximum production at the minimum consumption of labor and the valuable fuels of the earth, but this increased production automatically produces property wealth. The multiplying power in this respect which comes from the installation of each horsepower of new electricity is to be seen in increased land production in this State, in home building, new manufacturing industries, new factories, merchandising, the things that go with community growth and the accumulation of personal and community wealth. With a steadily increasing population into California and into the whole territory tributary to the State and its ports, with water now on less than one-fifth of the irrigable lands of the State, with an ever-increasing commercial and industrial development that rivals that of the Atlantic seaboard, water-power development in California has become the most substantial fundamental of property values in the State.

• • •

Great Construction Program

CALIFORNIA, and especially Southern California, learned the value of cheap power when oil was discovered and oil production began in dependable and in no uncertain quantities. It now knows the still greater value of the cheaper power which has resulted in the development of the water-power resources of the State. Four million horsepower is the estimate of California's developed and undeveloped hydroelectric power. Each year since the war has seen a new record made in the construction programs of the power companies, making more of this horse power available. For the ensuing ten years appropriations of $100,000,000 annually, or $1,000,000,000 for the full period, will be required if the present surveyed and chartered programs of these companies for accelerating hydroelectric-power production are carried out to meet the annual increase of requirement as demonstrated by actual experience. Based upon present estimates, this enormous construction program will be completed about 1933.

Today an army averaging in excess of 8000 men, equipped with the most effective of machinery, using enormous quantities of electrical energy in drills and excavating apparatus, is fast at work on this job, the year around. Do you wish to obtain some idea of the total cost? Take the whole cost of the Panama Canal, add to it the cost of the Suez Canal, the Kiel Canal in Germany, the great Manchester Canal in England, the enlargement of the Erie Canal in New York, throw in the cost of the Niagara Falls development, and then the cost of all the work of the United States Reclamation Service to date—and the total would still fall short of the California power program.

Of the development work now in progress and planned for 1924, about 65 per cent is in hand by two California companies, one in the south, the Southern California Edison Company of Los Angeles, and one in the north, the Pacific Gas and Electric Company of San Francisco, both rated among the five largest power companies in America. The other hydroelectric-power companies, namely, the San Joaquin Light and Power Company, which serves the rapidly growing San Joaquin Valley; the California-Oregon Power Company, the Great Western Power Company, the Western States Gas and Electric Company and the Southern Sierras Power Company, are also engaged in development work, in their respective territories, and have plans for speeding up their activities to conform to the demands of their power market.

The city of Los Angeles has additional hydroelectric developments planned and is interesting itself in the Colorado River project in Arizona which, doubtless, will be built by the United States government under some co-ordinated plan for the greatest economy development and giving due weight to the necessity for flood control and the economic advantages of storage of waters for irrigation and hydroelectric-power development. The city of San Francisco is also proceeding with its Hetch-Hetchy development. Steam power, pending ultimate development of the water-power resources of the State, is a necessary auxiliary, and additional units are being installed by the Los Angeles Gas and Electric Company and the San Diego Gas and Electric Company as their needs arise.

• • •

Big Creek Project

THE Southern California Edison Company at the present time has a total electric-generating capacity of 497,800 horsepower, of which 258,800-horsepower hydroelectric power has been developed on its Big Creek-San Joaquin Project in the High Sierras. Of the balance 112,200 horsepower is generated by water power in other sections of the State and 126,800 horsepower is generated by steam. One hundred twenty-one thousand five hundred horsepower hydroelectric power was installed by the Edison Company during this year.

The Big Creek-San Joaquin Project of the Southern California Edison Company, both from an engineering and electrical standpoint, is of a magnitude unparalleled in the history of water-power development. Central mountain streams, which drain enormous areas of mountain watersheds in the high, snow-covered Sierras and which in the springtime are swelled into raging torrents by melting snows and rain, have, for untold time, ravaged the valleys of Southern California with their floods. To store these flood waters and conserve the flow of these streams by impounding dams which will convert mountain meadows and ponds into beautiful lakes is the chief problem involved in this project.

Florence Lake Tunnel, fourteen miles long, which will convey the waters from the back ranges, Florence Lake and Vermilion Lake to Huntington Lake, is another conspicuous feature of the work. It will be more than twice as long as the Rogers Pass Tunnel on the Canadian Pacific Railway, which is at present the longest on the American Continent, and will be more than a mile longer than the Simplon Tunnel through the Alps in Switzerland, now the longest tunnel in the world. It was started in December, 1920, and will be finished during 1925, making a world's speed record for tunneling through solid granite. The project involves in total eighty-six miles of tunnel through solid rock, comparable to the Panama Canal, which, from deep water to deep water, is only fifty miles long, the work being mostly open excavation and many miles of nearshore dredging, instead of gouging under mountains in high altitudes and under heavy winter conditions by the strength of giant powder.

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On the Pit River

DIAMETRICALLY different from the Edison High-Sierras Project is the big development now being progressed on the Pit River by the Pacific Gas and Electric Company. The Pit River is the most easily controlled and consequently the most wonderful natural-power stream in the State, and has a rated electrical potentiality of over 600,000 horsepower. Of this remarkable water course, which is in reality the upper Sacramento River, its unique feature is that its constant and almost even flow of about 2500 second feet is over twice the precipitation in its apparent drainage area. This is accounted for by subterranean sources, which reach through lava beds as far as Idaho, and, according to some geologists, may tap the Columbia River.

The Pacific Gas and Electric Company is now proceeding actively with the construction of Pit Plant No. 3, which will have an installed capacity of approximately 108,000 horsepower. This plant represents the fourth unit of the Pit River development program, three other plants with an aggregate installed capacity of 127,346 horsepower having already been placed in operation, bringing the total installed capacity of hydro plants operated by the company up to 417,829 horsepower, in addition to steam plants aggregating 173,592-horsepower capacity. It is anticipated that the new plant will be completed some time in the fall of 1925. The present undertaking involves the construction of a tunnel four miles in length and approximately nineteen feet in diameter, through which the waters of Pit River will be diverted to the power house.

Of great importance in the contemplation of California's electrical achievements is the construction of 443 miles of 220,000-volt transmission lines, the highest voltage at which electricty has ever been transmitted in the world, which will result in vast economies in investment and operation.

Over 1,000,000-horsepower of electrical energy is capable of development from streams of this character in the High Sierras.

In the south 243 miles of 220,000-volt transmission line is being completed by the Southern California Edison Company to bring the current generated at its High-Sierras power plant to the San Joaquin Valley and Southern California communities and to the city of Los Angeles, where, under long-term contracts with the city and with the electric railroads, it is now supplying about 60 per cent of the electricity consumed in the southern metropolis. In the north, 200 miles of this new high-voltage-type transmission is being built by the Pacific Gas and Electric Company, to convey the product of the Pit River power plants to San Francisco and the bay cities, and to supply the increasing electrical demands of the fertile upper State counties. A 220,000-volt transmission line from the Pit River to the company's Vaca-Dixon substation has already been completed and is transmitting energy from the Pit plants now in operation.

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State Regulation

UNDER supervision by the California Railroad Commission, all expenditures by the power companies are checked by the staff engineers and accountants of the commission. Upon the reports of proper expenditures and demand for power, the commission authorizes the sale of the bonds of the companies for the senior financing and the issuance of their stock for the junior financing. Construction proceeds on the basis of conservative financing and the bonds are amply protected by actual investment in property largely in excess of the amount of bonds issued. Sound regulation on the part of the commission, which, in its decisions, has taken into consideration the interest of both consumer and investor, skillful management on the part of the operators of the companies and an ever-increasing production field in which to operate, have put the credit standing of the hydroelectric-power utilities of California on a high plane and their securities are now sought in all the investment markets of the country. So well regarded are California hydroelectric-power securities today in the investment markets that they have become a real factor in determining the prices of other California corporation securities.

Nearly 150,000 of the people of California, most of them consumers of power, are partners in this business as stockholders. Thousands of consumers and investors own the bonds of the power companies. The great California insurance companies and the savings banks own large blocks of their mortgage-secured bonds. The financial stability of the power companies is therefore secured from political attacks by the active interest of great bodies of citizens and business men. Another element of their stability lies in the fact that the rates charged for current in California are very low—amazingly low to eastern people accustomed largely to electric rates based on burning coal.

Commercial, financial and industrial California owes its present great stride to the far-seeing plans of the men who have built up these companies and who have made water-power development of the State possible. Their plans were not of a today merely, but of a tomorrow when a still greater Pacific Coast will be in the building.

Fruit Growing

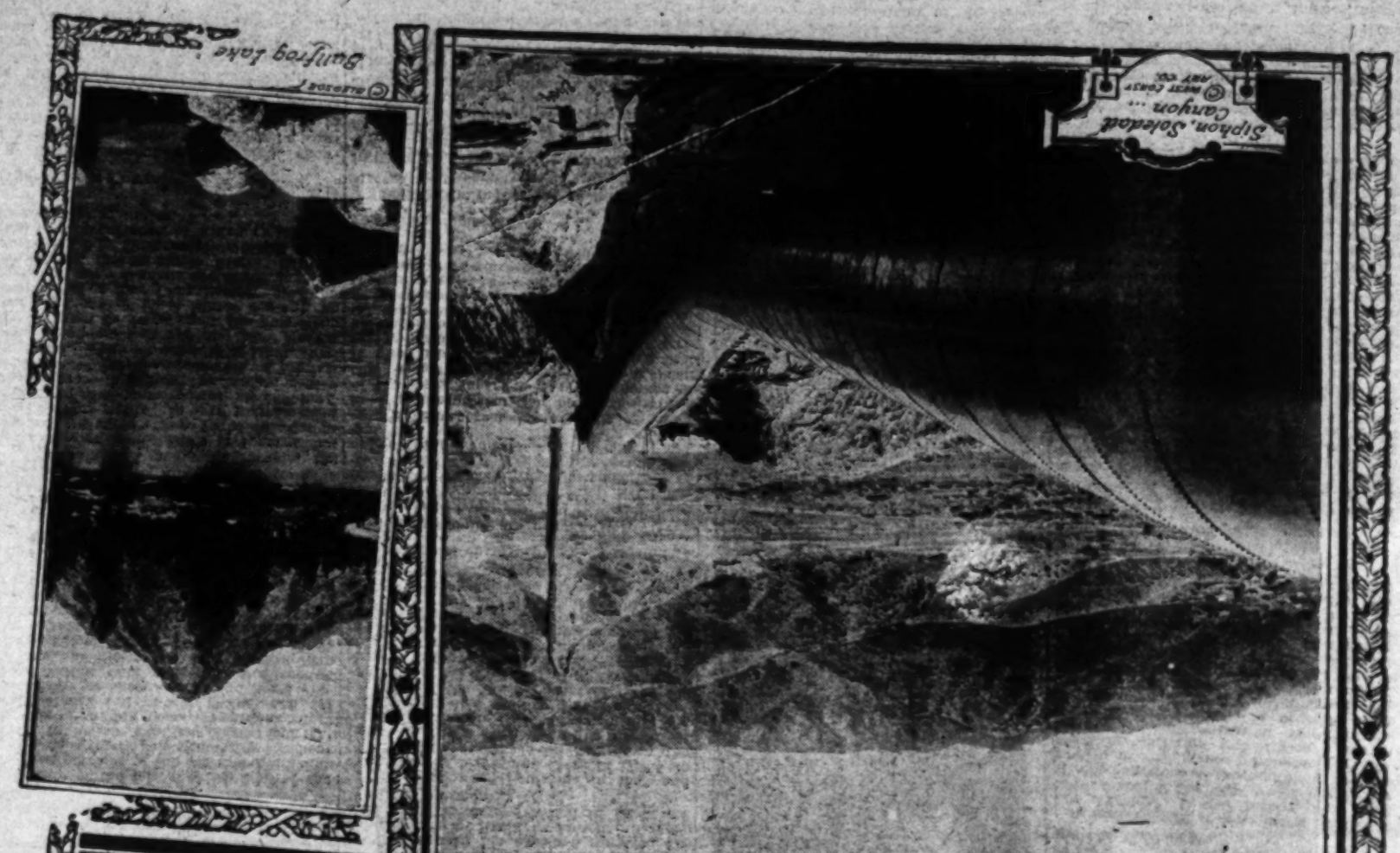
Of 25,000,000 tillable acres in this State, only about 4 per cent is devoted to fruit, and one-fourth of this is not yet bearing, so fruit-growing, under proper conditions, presents one of the outstanding opportunities in a section of the United States peculiarly favored by Nature. California enjoys almost a monopoly on extensive pear-growing, very little of this fruit being planted nowadays in the East. Pear orchards in this State have yielded as high as $100 a ton, ten tons per acre being an average yield, so the possibilities of this crop may be easily computed.

Silver Fox Ranching

A unique industry in Southern California is that of silver fox ranching, these aristocratic pelts being worth several times their weight in gold, because of their popularity in fashion. Six hundred thousand dollars is invested in the project, the initial unit of the farm consisting of fifty pairs of prize-winning silver foxes.

Within forty miles of Los Angeles City Hall is produced one-fifth of the world's oil output.

BENCH AND BAR



Vast Water Power Resources a Permanent Asset

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PROMINENT PUBLIC OFFICIALS

Great Natural Riches of Colorado River Basin

Second Only to Pacific Coast in Rate of Growth and Extent of Hydroelectric Energy

BY FRANK ROLFE

SECRETARY HOOVER has characterized the Colorado River Basin as our greatest undeveloped natural resource and the basin of the Colorado represents in area hardly more than a third of that great inland empire that extends from Canada to Mexico, and from the San Jacinto, San Bernardino, San Gabriel, Sierra Nevada and Cascade ranges on the west to the Rockies of Montana, Wyoming, Colorado and New Mexico on the east.

Included within this empire we find all of the States of Arizona, Nevada, Utah and Idaho, about 50,000 square miles of Southeastern California, two-thirds of Oregon, considerably more than half of Washington, the western portion of Montana, and the western sections of Wyoming, Colorado and New Mexico; a total area of approximately 750,000 square miles, making it—with the exception of the Mississippi Valley—much the largest geographical division of the United States proper, and as great an area as that of Spain, France, Germany and the United Kingdom combined.

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Natural Resources

IN GENERAL, the Intermountain Empire is a region of high plateaus broken by numerous ridges of high mountains. The plateaus are arid in character, but, as the mountains catch a heavy snowfall, it is, nevertheless, a region of great lakes and rivers. In it we find the Great Salt Lake—the largest inland lake of the west—Salton, Owens and Mono in California; Lake Tahoe, the largest of the Sierran gems; Walker, Pyramid and Carson in Nevada; the numerous lakes of South-Central Oregon, and the beautiful lakes of Washington, Northern Idaho, Flathead Lake and the Rocky Mountain lakes of Montana, Wyoming and Colorado.

The Colorado River is entirely within this empire. The Columbia pursues most of its course to the east of the Cascades, and its two great branches—the Snake and the Clark's Fork—draw all their waters from the mountain ranges of the inland empire. The headwaters of the Missouri, the Yellowstone, the Platte, the Arkansas and the Sacramento penetrate so far into the bordering ranges that they might almost be considered as being inland, as well as eastern and western, rivers; the Rio Grande, as far south as the boundary between Texas and New Mexico, is an Intermountain Empire stream. The Mojave, Owens, Walker, Carson, Truckee, Humboldt, Bear and Siever are good-sized streams that fail to find an outlet to the sea. It will thus be seen that while there is not water enough to irrigate all of the vast area between the Rockies and the Sierra Nevadas, there is enough to supply many millions of acres when used to its utmost.

In spite of the fact that the central and northern portions of the Intermountain Empire have severely cold winters, it has been found to be an excellent region for the growing of berries, fruits, vegetables, sugar beets, alfalfa and various grains; and, for the raising of sheep, cattle and hogs. Imperial Valley, California; Maricopa county, Arizona, and the region along the San Juan River in New Mexico show what the southern section can do under irrigation. The timber to be found in our western inland States, owing to inaccessibility, is not of great commercial importance as yet, but will be increasingly used as the groves along the Northwest Pacific and the Southern States disappear.

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Precious and Useful Metals

FOLLOWING the discovery of gold in California and silver in Nevada, the more interior States were prospected and the precious metals were found to exist in nearly every State. In late years mining turned to the more useful metals—lead, zinc, copper—it is now the leading center of the world for the production of the latter metal. The coal deposits of Utah, Montana, Wyoming, Colorado and New Mexico are so great as to warrant the statement that each one of these States contains at least three or four Ruhr Basins. Iron deposits of large tonnage are found in each one of the intermountain States, but nowhere are they as favorably situated in regard to transportation by water, as those of Eastern United States.

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Hydroelectric Power

A REGION abounding in high, snow-capped mountains, though having comparatively few large rivers, is bound to afford the opportunity for the development of a great deal of hydroelectric power; and, in this regard, this region—as compared to all other divisions of the United States—ranks second; having an estimated maximum potential horsepower greater than all that portion of the nation to the eastward of them.

The factor of cheap hydroelectric power means a great deal in the development of this empire, for it may solve a great problem that has hindered the development of inland mountainous areas—that of securing cheap transportation to the coast and central marketing points. Already a railroad traversing the northern tier of States is using this form of power in Montana and Idaho, and it will be practicable in the Southern and Central States when the Colorado is put to use.

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History and Development

THE Spaniards explored Arizona and New Mexico in the first half of the sixteenth century and colonized the latter State in the seventeenth century. Soon after the settlement of California in 1769, Father Garces made a remarkable series of journeys over the Colorado and Mojave deserts—that portion of California belonging to the Intermountain Empire; and Anza, in 1774, opened the overland route to Sonora, by way of Southern Arizona. Dominguez and Escalante explored in Utah and Western Colorado in 1776.

The securing of Louisiana in 1803 and the voyage of Lewis and Clark in 1804-5 up the Missouri across Idaho and down the Columbia River opened up the northwest country to the fur traders, who, within the next quarter of a century, had explored every part of the West, except to trace the windings of the Colorado River through the Grand Canyon; Fremont, following the trappers, made notes pertaining to much of this great region. The settlement of the Oregon Question in 1846, the treaty with Mexico in 1848 and the Gadsden purchase in 1853, gave the United States full possession of the Intermountain Empire.

Agricultural development, in a small way—except for the Mormons at Salt Lake—took place in the inland States of the West in the period 1840-1860; but the excitement following the discovery of gold in California in 1848 and the great Comstock lode in Nevada in 1859, placed mining in the lead and caused this section to be chiefly valued, even as late as 1880, for its mineral wealth and started the growth of many lively mining towns. However, the failing of the early gold deposits, the coming of the railroads, the exhaustion of free lands in other parts of the country, the success of the Mormons in Utah and of early irrigation experiments in other States, and of the works of the Reclamation Service, have so advanced agriculture in recent years, that, in most of the western States returns from agriculture exceed those from mines.

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Population Gains

CONSIDERING that the mountain States are still sparsely settled manufacturing in them has developed at a remarkable rate, Arizona, for example, producing in 1919 over $120,000,000 worth of goods. Localized demand, cheap power and coal and nearness to source of production of wool, hides and the important minerals, with increasing density of population, will all work to the advancement of manufacturing in the intermountain States.

The Intermountain Empire States are increasing very fast in population. For the last two census periods, 1900-1910 and 1910-1920, their rate of increase—as compared with that of the nation—has been second only to that of the Pacific States. Taken as a whole, the mountain States in 1910-1920 had a rate of increase of population that was nearly twice that of the entire United States, and for 1900-1910 the ratio for the same areas was nearly as one is to three. The census taken in 1910 credited Idaho with making a greater per-cent increase than any other State; that taken in 1920 placed, in the same respect, Arizona in the lead.

Denver has furnished an example of what an inland city of the West can do in the matter of fast growth. Having a population of less than 5000 in 1870, it is now close to the 300,000 mark, and engineers employed to solve the problem of securing an increased water supply for this city estimate that by the next sixty or seventy years it will have a population of 1,000,000. It seems probable that within a comparatively few years Salt Lake City and Spokane will be as large as the Denver of today, and Boise, Butte, Twin Falls, Phoenix, as large as Salt Lake City of the present; that no one of the inland States will be found but what will have one or more cities as large as the Pueblo, Colo., of today.

Boulder Canyon

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Relations With Los Angeles

AS IN most new regions the Intermountain Empire has surplus products to ship. Prior to the building of the Panama Canal, goods from this section were shipped directly to the East by railroad, there to be used or take ship at an Atlantic port for Europe.

With the building of the Panama Canal and the rapid growth of the intercoastal trade, the inland States are finding that they can reach the East and Europe cheaper by using western ports. The trade of Eastern Oregon and Washington, Northern Idaho and Western Montana will seek largely the Puget Sound ports and Portland; San Francisco is the nearest port to Western and Central Nevada; Los Angeles to the southern States of this section. However, all of the above Pacific Coast ports are about equally distant from Salt Lake, which acts as a central distributing and shipping point for Western Montana, Southern Idaho, Western Wyoming, Colorado and all of Utah.

Prior to the completion of the Union Pacific Railroad in 1869, Los Angeles had an advantage over the Sound points and San Francisco in shipping to intermountain points through Salt Lake, in that the deep snows of the Sierras and Cascades cut off the northern ports in the winter time, while wagon trains could travel from Los Angeles to Salt Lake during the entire year. The northern ports, however, were the first to secure railroad connections with Salt Lake and it has been only in the last twenty years that we could compete with them for this trade—now it is coming to us fast—the Salt Lake Railroad having hauled a tonnage of about 5,000,000 tons in 1920.

In two respects, at least, Los Angeles has a great advantage over the North Pacific Coast ports in diverting the trade of the Intermountain Empire, and that is in the advantages it offers, together with other parts of Southern California as a winter resort. There is hardly a town anywhere between the Rockies and the Sierra Nevadas but what sends several representatives to spend the winter in Southern California. Every one of the mountain States furnishes its quota of permanent citizens residing in Los Angeles. California has no competitor in far western inland cities with regard to supplying citrus fruits, early cantaloupes, winter vegetables, and the first of the deciduous fruits and grapes to be found in their markets are shipped to them from California.

As Los Angeles expands as a manufacturing center, it will depend more and more on the interior western States as a source for raw material and as a market for finished goods. The government figures for the 1919 value of manufactures in Los Angeles placed meat-packing in the lead—an industry which should expand with the established growth of the local stockyards, which now receive many carloads of cattle, sheep and hogs from points as far north as Montana, as far east as Oklahoma, as far south as Texas, and, also, from Oregon and Washington.

A worsted mill is now being started in Los Angeles. It will receive wool from those States of the West which lead by far all other sections of the country in the production of this staple. In some respects, Southern California will become a market for the finished product of the manufacturies in inland cities; an example being the shipment of copper cable from the great mill of the Anaconda Company at Great Falls for use by one of the electric companies here. Los Angeles marketing associations and wholesalers now supply retail houses in every State of the West and the mail-order business of the local stores now reaches into all except the northern States of the Intermountain Empire.

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Future Development

IN RESPECT to material development, the States of the Intermountain Empire stand where Southern California stood some thirty years ago. In spite of the fact that they cannot expect to become as densely populated as the Atlantic Coast States of today or of the Pacific Coast areas of the future, they will some day support a population of at least 20,000,000 people. The task of bringing these new areas into complete production is a hard one to solve, but it will be done, for in each State will be found people filled with that American spirit which, as Turner says, in speaking of Western American development: "Grappling with new problems, under these conditions, the society that spread into this region developed inventiveness and resourcefulness; the restraints of custom were broken and new activities, new lines of growth, new institutions were produced. . . . In these new western lands Americans achieved a boldness of conception of the country's destiny and democracy. . . ."

What Europe is to Asia, what England is to the rest of Europe, what America is to England, that the Western States and Territories are to the Atlantic States.

Aiding the Musical

Drawing music to learn to play is one of the popular sports in Los Angeles, where the Public Library permits music students to use the selections they desire, but cannot afford to own.

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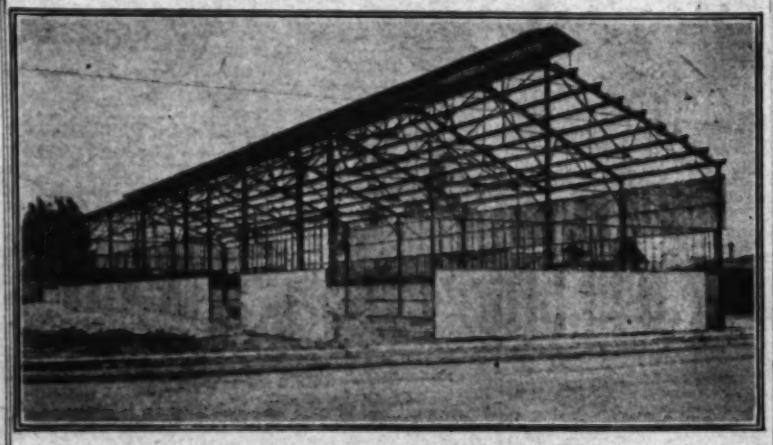

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Great Natural Riches of Colorado River Basin

Second Only to Pacific Coast in Rate of Growth and Extent of Hydroelectric Energy

BY FRANK HOLE

SECRETARY HOOVER has characterized the Colorado River Basin as our greatest undeveloped natural resource and the basin of the Colorado represents in area hardly more than a third of that great inland empire that extends from Canada to Mexico, and from the San Jacinto, San Bernardino, San Gabriel, Sierra Nevada and Cascade ranges on the west to the Rockies of Montana, Wyoming, Colorado and New Mexico on the east.

Included within this empire we find all inland mountainous areas—that of securing cheap transportation to the coast and coastal traversing the northern tier of States is being like form of power in Montana and Idaho, and it will be practicable in the

Taken as a whole, the mountain States in 1910-1920 had a rate of increase of population that was nearly twice that of the entire United States, and for 1900-1910 the ratio for the same areas was nearly as one

With the building of the Panama Canal and the rapid growth of the intercoastal trade, the inland States are finding that they can reach the East and Europe cheaper or by using western ports. The trade of Eastern Oregon and Washington, Northern Idaho and Western Montana will seek largely the Puget Sound ports and Portland; San Francisco is the nearest port to Western and Central Nevada; Los Angeles to the southern States of this section. However, all of the above Pacific

California's Era of Iron and Steel Approaching

Pacific Coast States Now Looking to Their Own Resources for the Ponderous Iron and Steel Products

SO FAR the world production of iron and steel has been confined mainly to countries bordering the north half of the Atlantic Ocean. Providing the products most essential to the construction of material civilization, the iron and steel industry has naturally found points of focus in the densest centers of occidental population. England early became a giant producer and led the world in the output of her blast furnaces, foundries and steel works of many kinds during the nineteenth century. Meanwhile Central Europe developed a second great center in the at present disputed Ruhr Basin. America came along with the third, centering in Pennsylvania, and soon established supremacy with an output which now exceeds the combined production of the other two and is about 50 per cent of the world total.

But the distance of all these three great manufacturing and distributing centers from the rapidly developing countries of the Pacific brings up the question of a fourth. At their present rate of growth, the States of the Pacific Coast are compelled, by reasons of economy, convenience and adequate supply, to look to their own resources for the ponderous products of iron and steel. The time is at hand when the utilization of western ores must begin. And to the building up of the industry for the sake of supplying the local demand is added the incentive both of distributing to the mountain States east and of shipping to the foreign nations bordering the Pacific.

* * *

Five Rolling Mills

ALREADY the Pacific Coast has five rolling mills which produced about $18,000,000 worth of products last year. The larger cities all possess their iron works and metal-products plants of many sizes and kinds. In Los Angeles alone, which has two rolling mills and more than fifty foundries, the production of fabricated iron and steel, including the making of machinery, reached a value of over $75,000,000.

But the Pacific Coast industry is limited almost entirely to the melting and working over of scrap iron, and the steel fabrications are restricted accordingly. Girders, rails, sheets and all sorts of other things are obtained from the East. The local supply does not come anywhere near to meeting the demand.

In the face of this situation it is a known fact that tremendous bodies of rich iron ore exist in many parts of California, Utah, Arizona and in the peninsula of Lower California. Tremendous bodies of high-grade coking coals lie in Utah, New Mexico and Alaska. All of the metallic "sweeteners," the fluxes and other elements needed in smelting and steel-making, are present in convenient abundance.

* * *

Tapping Our Resources

THE tapping of these fine resources has been agitated for many years, but the first real stride toward doing so is being made at present by the Columbia Steel Corporation of San Francisco and Los Angeles. This corporation, a consolidation of the Columbia Steel Company in the north with the Llewellyn Iron Works in the south, is constructing a 500-ton blast furnace at Provo, Utah, handy to ore, coal and other raw materials. The plant will begin shipping pig iron to the rolling mills on the Coast about next April.

The significance of this stride is not to be overestimated. The extent of the developments it is likely to lead to in the utilization of western ores can only be guessed at. But the movement is food for tempting conjecture, and the possibilities of an industry which will some day mean to this territory what the Lake Superior-Pennsylvania industry means to the East deserve thoughtful consideration.

* * *

Requirements

WE MAY perhaps gain a clearer view of the possibilities latent in the situation by noting the requirements of a great iron and steel industry as revealed in the three world centers of present production.

Thousands of iron deposits exist all over the world, many of them richer than those that have been extensively mined. But more of these deposits have not been utilized, except in a small local way, because large production, in order to be economically possible, has certain well-defined prerequisites.

In the first place reducing of ores usually has to be done, to keep costs down, where there is the convenient combination of ore, coal and lime. Two tons of coal are commonly needed to produce one of coke; two tons of high-grade ore for one of pig iron and the process requires one-half ton of lime along with varying quantities of fluxes. About six tons of material must be assembled to produce one ton of pig iron.

The Ruhr, in combination with Lorraine, possesses coal and ore in convenient juxtaposition. England's coal has outlasted her native ore, so that most of the ore is now imported from Spain and elsewhere. Pennsylvania is at present largely neglecting the handy beds of Appalachian ores formerly reduced with anthracite, for phosphorus Minnesota ores brought in cheaply by fleets of lake steamers, and also Chilean ores imported through the Panama Canal. Our eastern plants have to import the ingredients needed in steel-making. During the war manganese was obtained from California.

A factor even more important than convenient and cheap assembling of materials is that of demand. For the maintenance of an iron and steel industry there must be near at hand a population large enough and complex enough in its activities and requirements to absorb both the bulk and the variety of the products.

To consider this factor first, it is, of course, fulfilled in Eastern United States and is directly responsible there for the growth and prosperity of the steel industry. The situation in England and Europe is not essentially different. When we look at the Pacific Coast, however, the requirement appears lacking.

* * *

Demand Increasing

IN POPULATION and development the West is in the making. At present only about 10 per cent of the people of the United States live west of the Rocky Mountains. Except in a few cities along the coast these 10,000,000 or 12,000,000 are widely scattered. Although iron and steel products made in the West can be distributed throughout the West cheaper than like products made in the East, still the demand is not sufficient to warrant sudden and tremendous increases in western production. On the other hand demand is steadily increasing, markets are opening in the near and distant lands of the Pacific. There is good reason for the industry to grow. But it would seem wisest for this growth to be governed by the immediate capacity of western consumption, rather than by the luring presence in overwhelming mass of the raw materials.

For, returning to the first prerequisite, it may be emphatically stated that the natural resources upon which the industry is dependent are practically unlimited. Of iron ore the supply in the vicinity of Los Angeles alone, 140 to 200 miles inland, has been estimated by geologists at 200,000,000 tons in sight and probably double that amount actually there. In Utah 230,000,000 tons of ore have been surveyed, while other tremendous deposits are known to exist. Lower California and Mexico have other huge masses. All this ore is obtainable for the most part by steam-shovel operations.

In quality these ores are largely hematite, although considerable magnetite ore is also present. The tonnage is well within the Bessemer limit of phosphorus, and moisture is largely out of the reckoning. The best Lake Superior ores grade from about 38 to 45 per cent. The grade of the western ores ranges from 50 to 62 per cent. Grades showing 58 and 59 per cent are common. In fact several carloads of Utah ore of that grade are brought into Los Angeles each month to be used for fluxing.

Coal is a somewhat more difficult proposition, none of good coking type being known to exist in California. There are tremendous supplies in the San Juan Basin of New Mexico and also in Alaska, but Utah is the only available source of coking coal at present.

The establishing of a complete industry on the Coast, at a strategic distributing point like Los Angeles, where pig iron could be obtained from ore to supply local rolling mills, is dependent mainly upon the solving of the coal problem.

Lime, fluxes, manganese, chromium, and most, if not all, of the other materials needed in the reducing of iron ore and the making of different kinds of steel are readily available from known deposits in depart parts of California.

* * *

A Mighty Foundation

SO FAR as raw materials are concerned the West possesses perhaps the mightiest foundation for an iron and steel industry that could be found in the world. The factors of location, ore and coal lying some distance apart, and both, but particularly coal, being distant from the chief centers of population and best distributing points, leave the focus of the industry problematical. But this is a matter that is pretty certain to solve itself in the course of the next five or ten years by the natural gravitation of the industry to the point that comes nearest to satisfying all the conditions.

In this article we cannot go minutely into the development and future possibilities of the iron and steel industry at all the principal points on the Pacific Coast. We can attempt only to give close consideration to one chief nucleus of the industry—Los Angeles.

* * *

Local Manufacturing

IN LOS ANGELES the manufacturing of iron and steel products began some years ago in small bushling furnaces and foundries. These grew and expanded into works and shops turning out bars, castings, bolts, nuts, rivets, re-enforcing rods, pipe fittings, engines, hoists, sugar machinery, oil-well tools, pipe, boilers and many other useful and ornamental articles. One Los Angeles origination was the Blanchard lamp post made by the Llewellyn and later the Keystone Iron Works. These, the first ornamental steel lamp posts to be made in the United States, were placed along Broadway in 1906.

The industry depended upon scrap iron, with the exception of slight quantities of pig obtained from Alabama, Virginia and China. Upon the scrap iron accumulated from a thousand and one articles made in the East to serve their turn and finally be junked in the West, the local iron works played their varied anvil chorus.

The scrap iron supply has governed the development of the industry to the present day, although Los Angeles now has many works of large size and two rolling mills. It is not generally known that steel can be made from scrap iron. Mixed with small amounts of raw pig iron the scrap can be fabricated into many of the most useful steel products, although for finer kinds of steel more of pig must be used.

Starting from an absolute zero the Los Angeles industry has kept fairly well abreast of the city's growth. The supply of scrap iron has made possible the building up of works and rolling mills involving an investment of $25,000,000. The aggregate of plants of all kinds turning out products of iron and steel represents double that amount, with an annual output now nearing a valuation of $100,000,000. Taken as a whole, the metal-products industry ranks third, being not far behind that of petroleum products.

* * *

Raw Iron Needed Now

THE point has been reached where the industry, while still capable of flourishing upon the scrap-iron supply, needs raw iron for ffe extension of operations to include the whole gamut of steel production, steel plate, I-beams, girders, channels and vital parts for automobile and other fine construction, as well as the coarser steel products.

But the rates on pig iron from the East render that source of supply practically unavailable. The water haul alone from Gulf port to Los Angeles is $9 per ton, to which a land haul from Birmingham of $4 must be added. The East can supply California with machinery, cars, rails and all kinds of steel commodities at prices that have not proved prohibitive; and thus the scrap-iron resources of the western industry are augmented. But the East cannot feed raw iron to an industry in the West, now can the Orient provide a practical basis of supply, although California can import pig iron from China cheaper than from Pennsylvania.

It is now plain that a supply must be created right here at home in the smelting of pig iron from western ores. This is opening a new chapter in the iron and steel industry, and in chapters still to come lurks the alluring promise of meeting all the demands of western markets, and of building up a great export trade in the Pacific.

But there is an obstacle, and so we are drawn back to a consideration of coal. In the working over of scrap iron, oil furnaces have proved equal to the job. But for the reducing of ore coke is, in the present stage of the iron industry, the most efficient and economical fuel.

Experiments have been conducted with electric blast furnaces; but while the electric furnace may be a technical success, the cost of smelting by electrodes is so high as to require either that the price of steel be raised proportionately, or that the present cost of power be reduced fully two-thirds.

* * *

Coking Coal As Fuel

MEANWHILE, pending further developments by which hydroelectric power may be available for smelting, the steel industry in the West is proceeding to solve its problem by means of coking coal. Los Angeles is directly interested in the establishing of a blast furnace at Provo, near Salt Lake in Utah, as pig iron can be procured from that point on an equal basis of competition with every other city on the Coast.

The Provo project, involving $10,000,000, solves the assembling problem by carrying the reduction works to a point in the back country convenient to the raw materials. The coal mines are distant but 110 miles, the ore beds not quite 200 miles. Lime can be trammed direct to the blast furnace from deposits one-half mile out. With relation to the five rolling mills on the Coast, the blast furnace is so located as to serve them all at the same cost. By three railroad systems to the Coast, pig iron will be shipped at a rate reported to be $5.25 per ton, to Seattle, Portland, San Francisco, Los Angeles and even San Diego. This, compared with the cost of bringing in eastern pig, cited above, shows a saving of over 50 per cent.

Two rolling mills on the outskirts of Los Angeles, those of the Columbia Steel Corporation and of Southern California Iron and Steel Company, will begin procuring pig iron from Provo as soon as the blast furnace begins operating, which is expected to be next April. All foundries and iron works in the city will doubtless also take advantage of this new source of supply.

* * *

Site in Long Beach

BUT there is a possibility that the iron industry will be brought even closer to Los Angeles. The site has been procured near Long Beach, at a cost of $2,000,000, for a tide-water furnace, to which ore, coal and the other materials may be brought from the back country or shipped in by water. Plenty of figures have been compiled to show that the reducing of ore at this point is feasible as a cheap source of pig iron. The construction of the plant is contingent, it is stated, upon the opening of the coal beds in San Juan Basin, New Mexico, by the building of the much-talked-about railroad into the basin.

Cheap enough coal from New Mexico or Utah, or coke from a by-products plant anywhere in the interior, would render the procuring of ore from Riverside county by rail, or from Lower California by water, a simple matter. Once established upon a paying basis, a blast furnace at tide water would be able to bring in raw materials from all parts of the Pacific. Then there is ever the hope, considerably more than a possibility, that coke will some day be displaced by electric power, just as anthracite was displaced by coke and charcoal by anthracite.

* * *

Industry on Sound Basis

IN THESE connections it is interesting to have the opinion of a practical rolling-mill man, long connected with the iron and steel industry of Los Angeles. A. C. Denman, Jr., head of the Southern California Iron and Steel Company, said: "There is no question about the high grade and availability of our California ores. The difficulty is to secure coal cheap enough to make the reducing of them practical. It all depends upon the freight upon coal. If the rate was low enough, coke could be made here as cheaply as anywhere. But I doubt if coke can be made as cheaply in Los Angeles as in Utah, where the cost of haul from the coal mines to the by-products plant is only $2 per ton.

"As to the electric furnace, the cost of current and electrodes both makes the use of it prohibitive. The electrodes have to be imported, which makes the equipment altogether too costly. Even then a certain amount of coke, or carbon in some other suitable form, would be needed to carbonize the raw iron. Until further developments the electric blast furnace cannot be considered.

"But as to the iron and steel industry of Los Angeles, it is on the soundest kind of basis and the outlook for the future could not be brighter."

Rolling Easter Eggs

Annual Easter-egg Rolling at Lafayette Park, Los Angeles, at which thousands of children scramble for gaily colored eggs, which are donated, is one of the city's holidays for little folk, and the only one of its kind in the West.

From All the World

Twenty-five nationalities in one school is the record of a Los Angeles institution. The children are Americans, however, and the guttural tongues rapidly give way to everyday English.

Protecting School Children

One hundred traffic officers assist Los Angeles school children in crossing the streets to their schools each day.

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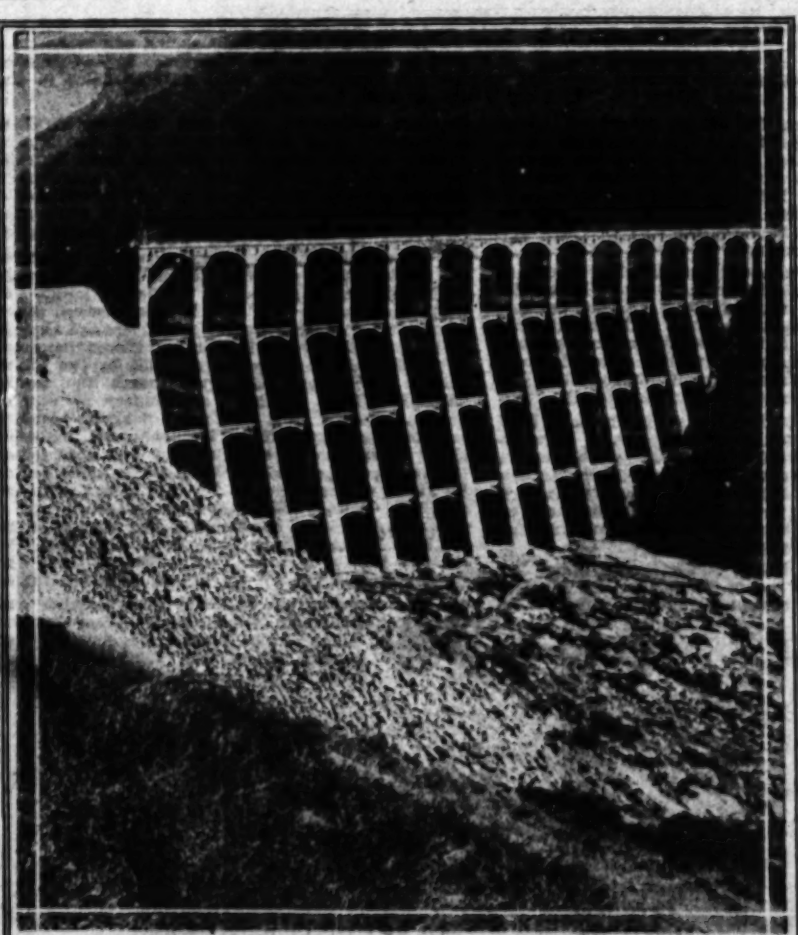

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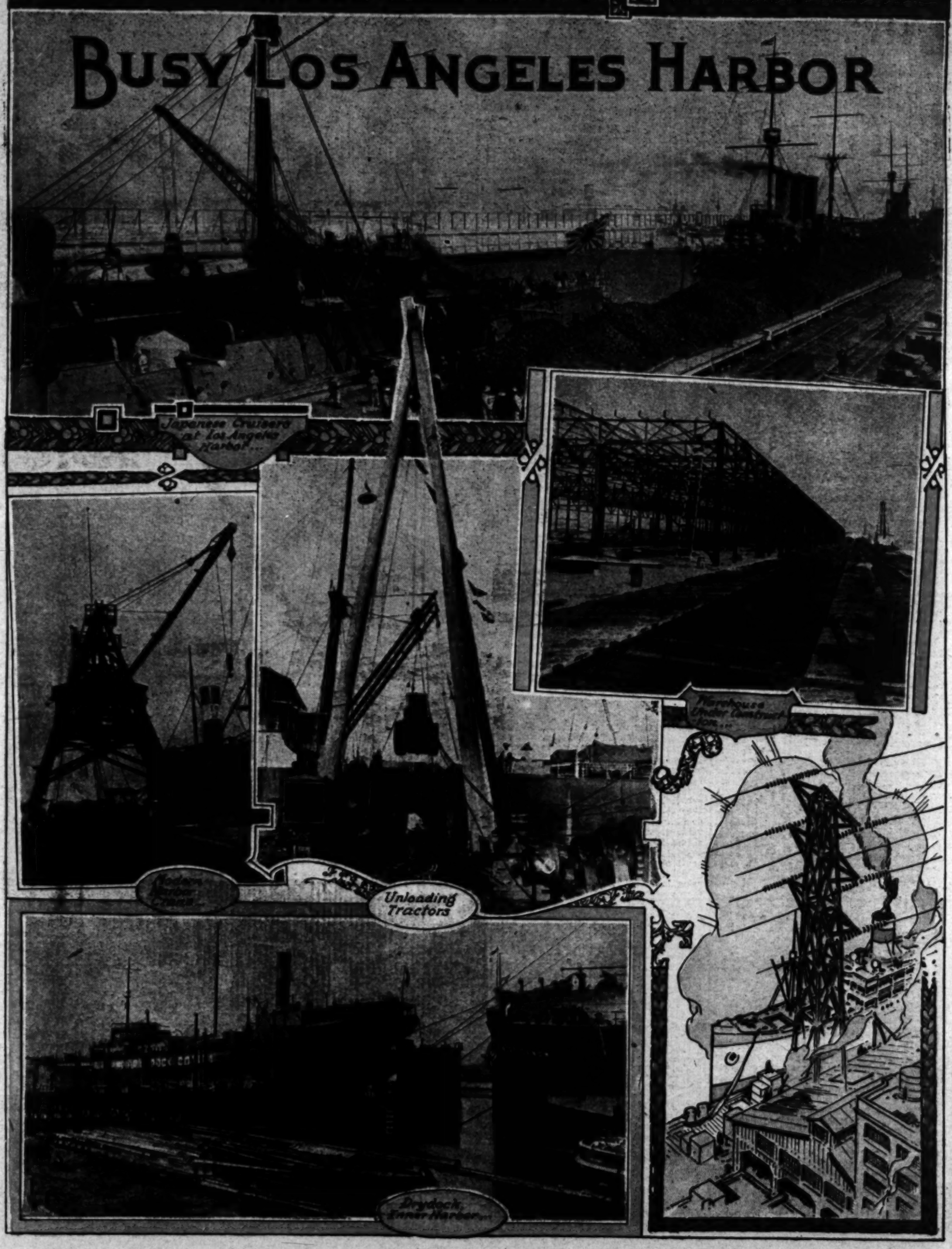


LOS ANGELES SOAP CO.

THE LATEST ADDITION to the plant of the Los Angeles Soap Company, manufacturers of WHITE KING WASHING MACHINE SOAP, WHITE KING BAR SOAP, MERMAID WASHING POWDER, MISSION OLIVE TOILET SOAP, CLEMENTE COCOA ALMOND TOILET SOAP.

The Los Angeles Soap Company was founded in 1860 and has earned a wide reputation as makers of only high grade soap products. Starting as it did 63 years ago, it has expanded until its products are known as the standard of quality in the Pacific Coast and Inter-Mountain states.

The newest product of the Los Angeles Soap Company, WHITE KING WASHING MACHINE SOAP, has more than filled the need of the housewife for a soap "For Every Household Use." WHITE KING WASHING MACHINE SOAP is used for washing fine fabrics, such as silks, woolens, etc., and is most economical for dishwashing and for use in the washing machine—a teaspoonful to a pan of dishes, a cupful to a family wash. A trial of this granulated soap convinces you that "it takes so little."

The Los Angeles Soap Company also manufactures chip soaps and are dealers in laundry supplies.

LOS ANGELES SOAP COMPANY
LOS ANGELES SAN FRANCISCO

MILLER BILT AUTOMOBILES FOR THE ROAD

FOR YEARS the achievements of the products of the Miller Engine Works of Los Angeles have given the city world-wide publicity wherever racing cars and engines are known. Millerbilt cars and engines have won in competition with every American and foreign built racing car in America on racing courses all over the United States. But what is of even greater importance to Los Angeles industry is the fact that all Millerbilt cars and engines are manufactured from start to finish in the plant of the Miller Engine Works at 2652 Long Beach Avenue, this city.

And now comes the announcement of the institution that beginning this year Millerbilt Automobiles for the Road will be turned out so that the general public can enjoy the riding comforts of a distinctively built Los Angeles automobile, which will more than equal in every respect the most elaborate and higher-priced cars manufactured anywhere in the world.

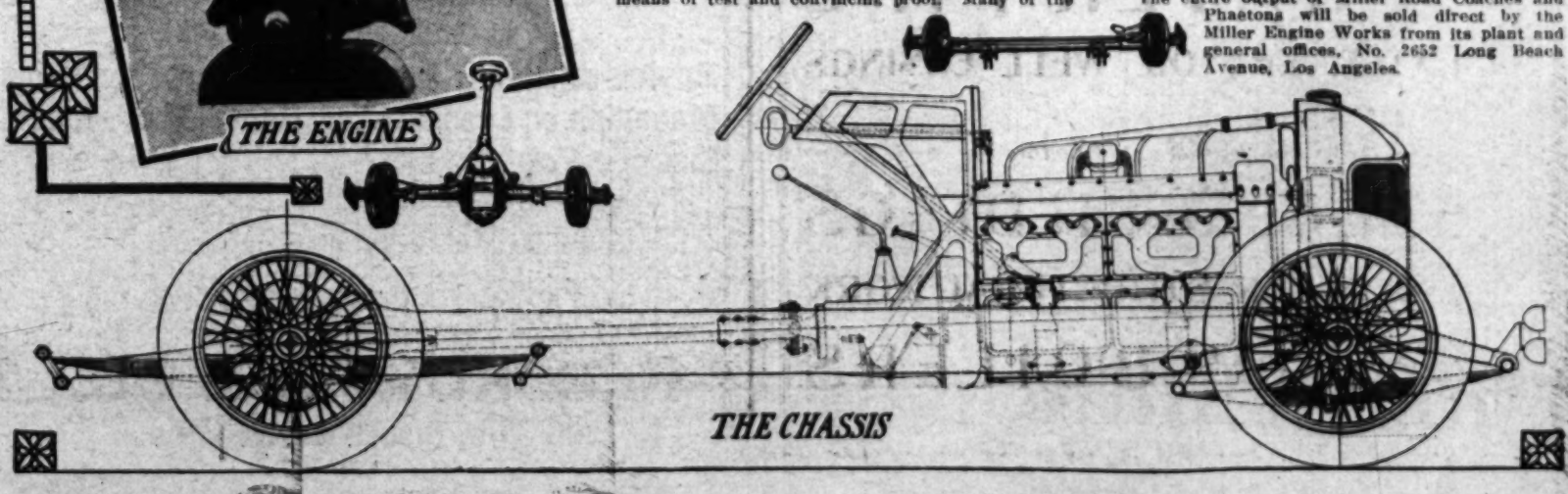
A schedule has been arranged for output of product this year which increases month by month. Mr. Harry Miller expects these elegant automobiles will meet with great favor. His experiments have proven that light, powerful racing engines and the component parts entering into the construction of his racing cars will produce the lightest, strongest and most powerful cars for the road.

For instance, continued experiments have been carried on by Mr. Miller during years of advancement to obtain greater efficiency, more flexible power, greater strength, lighter weight reciprocating parts, scientific balancing, with the end in view to increasing the power-to-weight ratio, and to improve other constructional details, including the all-important metallurgical work.

In the Millerbilt Automobile for the Road Mr. Miller has used the racing car as the real practical means of test and convincing proof. Many of the greatest automobile producers have tested their engines and other component parts at one time or another in this manner on road or track in competition and it has been and will be general engineering practice to endeavor to take advantage as far as possible of the vast amount of experience gained by the builders of successful racing cars.

To visualize: The construction throughout of the Miller Road Chasses, including the Verticle Eight Engine, is similar to the latest Miller 122 cubic inch racing cars which have caused much favorable international comment. The road chassis is, however, larger and heavier and the engine more powerful. All of the parts are built by the Miller Engine Works, and each part bears the mark "MILLERBILT", which is a warranty of correct design, strength and quality. Supreme quality matches the elegant finish throughout the construction. Much careful consideration has been given to the important work of designing suitable bodies for these chasses, the results of which are an exceedingly light, rigid four-passenger coach and a four phaeton. The construction and elegant finish of these bodies will be quite in keeping with the chasses for these two standard bodies. And the same rule will prevail for others of special type.

The entire output of Miller Road Coaches and Phaetons will be sold direct by the Miller Engine Works from its plant and general offices, No. 2652 Long Beach Avenue, Los Angeles.



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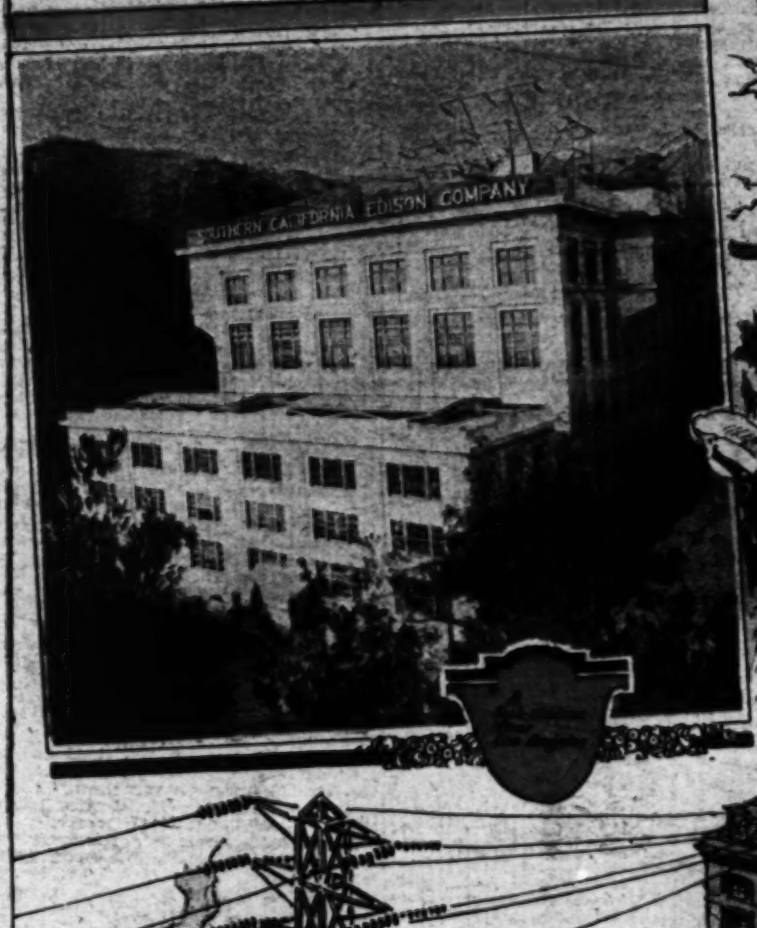
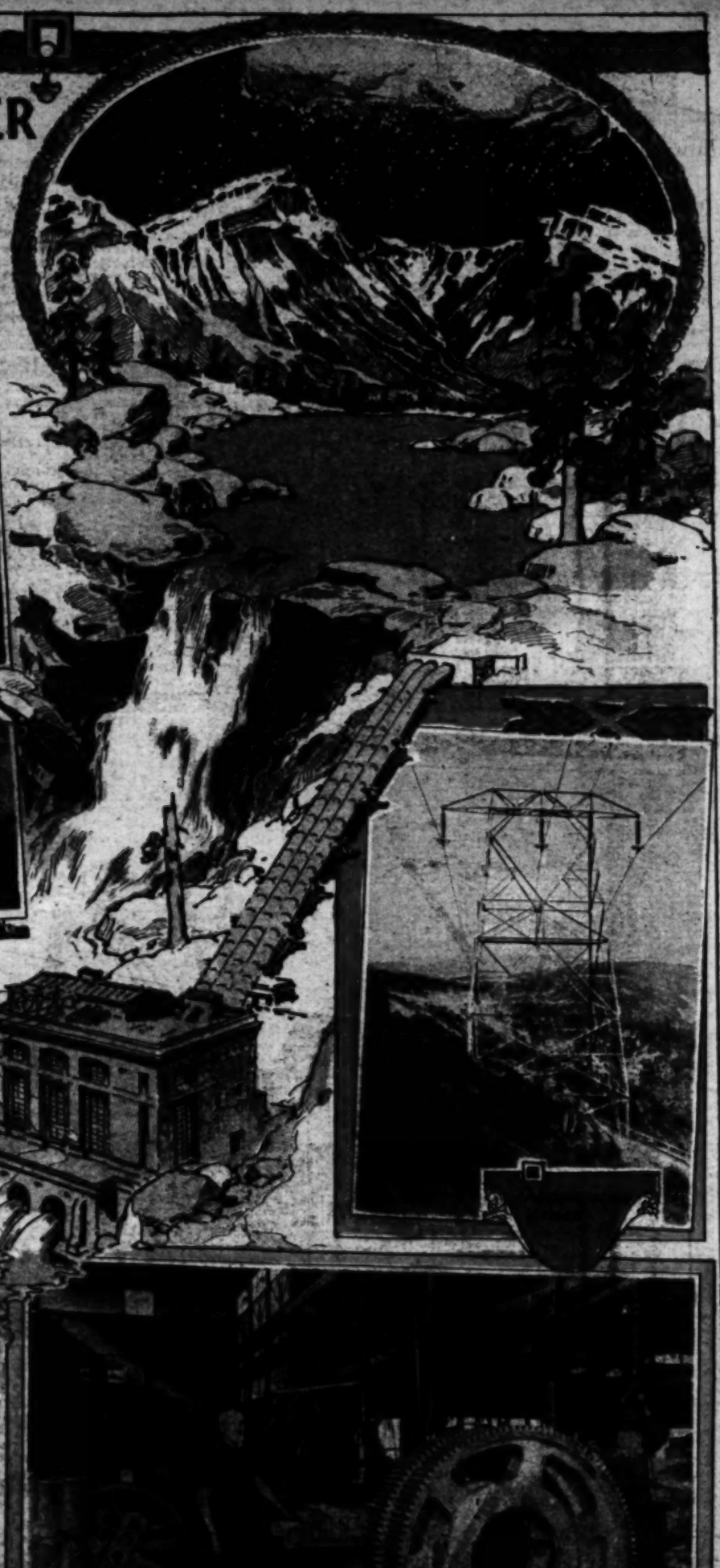
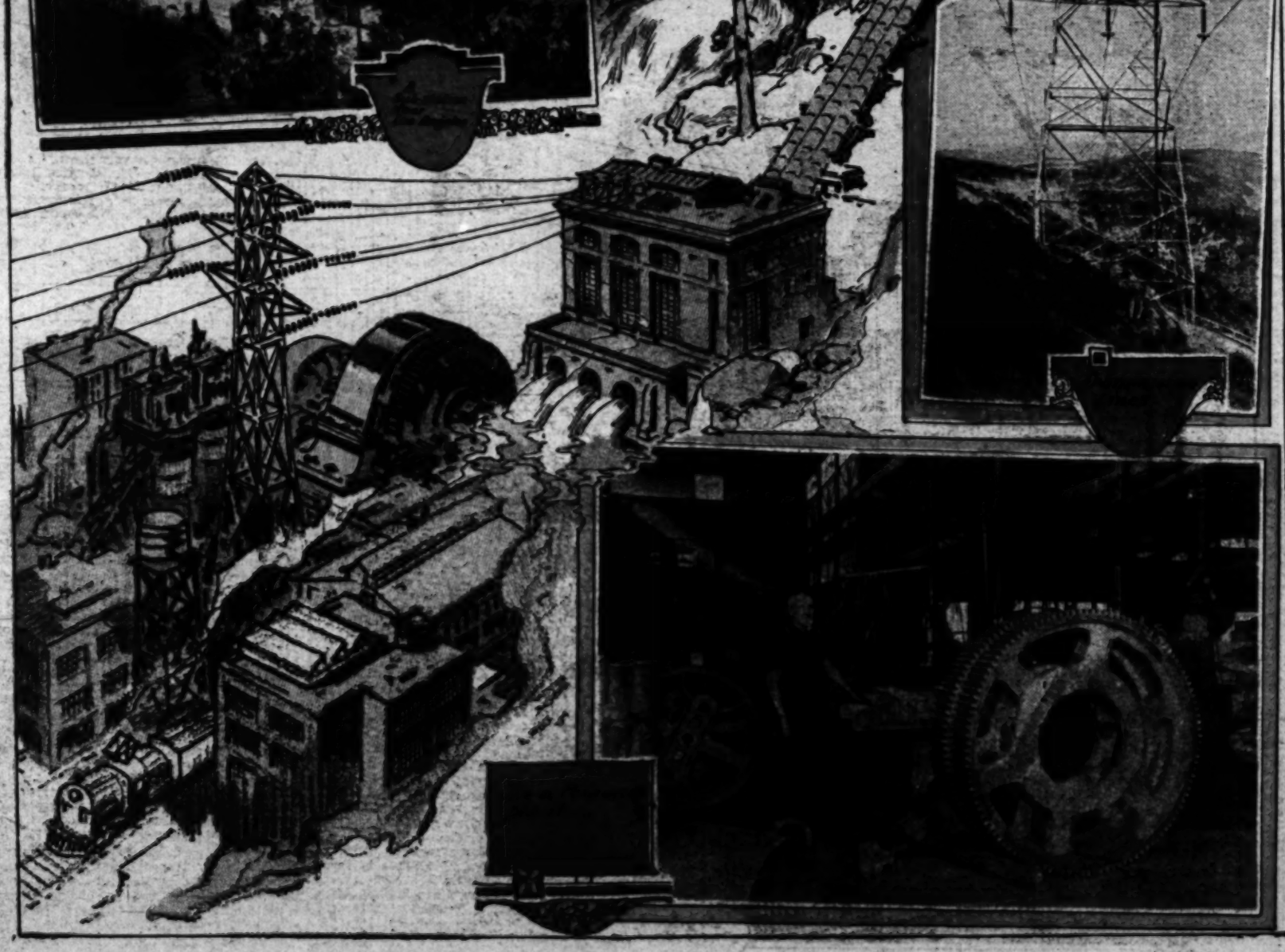
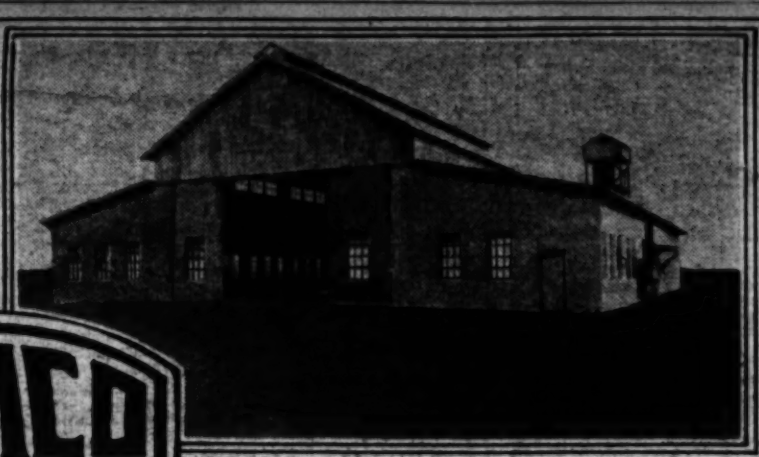






LOS ANGELES SOAP CO.

The pipe yard.



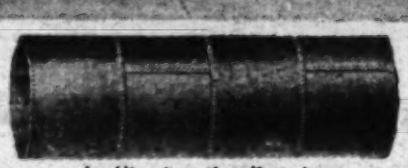
The plate shop.

LAMCO
STEEL PRODUCTS

THE LOS ANGELES MANUFACTURING COMPANY had its origin in 1902. There are many features of merit in the number of products manufactured.

LAMCO STEEL PRODUCTS include: Agitators, Stills, Condensors, Air Receivers, Black and Galvanized Sheet Metal Work, Boilers and Accessories, Casing, Riveted Well Culverts, Corrugated Cyanide Tanks, Oil Drums, Galvanized Surface Irrigation Pipe, Oil Storage Tanks, Oil Well Casing, Riveted and Dipped Pipe, Surface Pipe, Irrigating, Plate and Sheet Metal Work; Pressure Tanks, Refinery Equipment, Riveted Oil Well Casing, Riveted Steel Water Pipe, Riveted Steel Tanks, Riveted Well Casing, Storage Tanks (K. D. or Set Up.) Underground Storage Tanks, Smoke Stacks, Steel Barrels, Steel Plate Construction, Steel Tanks, Stills, Agitators, Stove Pipe Casing for Oil and Water Wells, Tank Cars and Equipment, Cyanide Tanks, Pressure Tanks, Storage Tanks, Mounted Truck and Wagon Tanks, Welded Tanks, Corrugated, Riveted Tanks, Vertical and Horizontal Storage Tower Tanks, Truck Tanks, Underground Storage Tanks, Well Casing, Water Tanks, Wagon Tanks, Welded Steel Tanks, Welding and Brazing

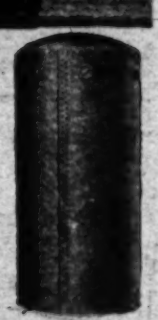
Heavy rivited steel pipe.



Double Well Casing.

Tender Tank

Gravity Tank.



Air Receiver.

LOS ANGELES MANUFACTURING COMPANY
500 LENARD STREET, LOS ANGELES, CAL.

ESTABLISHED 1872

BAKER IRON WORKS

Los Angeles, California

Manufacturers of

Passenger and Freight Elevators

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General Plate Steel Construction

RIVETED STEEL WATER PIPE

WATER and OIL WELL CASINGS

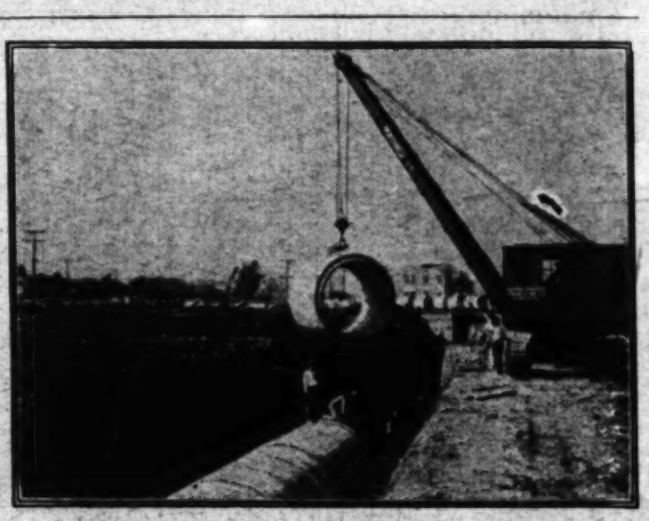
Fabricators and Erectors of

STEEL BUILDINGS

AND OTHER STRUCTURAL WORK

STEAM BOILERS

84-Inch Pipe. Weight 7½ Tons. Los Angeles Storm Drain—Third Street and Kenmore Avenue.



Storm Drain Construction

WESTERN CONCRETE PIPE CO., Los Angeles, Cal.

John J. Frauenfelder

ARCHITECT

Suite 1116 Story Building
Los Angeles

Native Medicinal Plants of Southern California

Los Angeles is Manufacturing for Her Population

And Providing for the Million Already Here Brings More People to the City That Knows No Limit

BY GEORGE LAW

THE industrial development of the East and Middle West cannot be taken as a pattern for understanding that of the Far West. Superficial likenesses give way to fundamental differences. From the Atlantic seaboard westward the subjugation of the country by industries paved the way for the population. On the Pacific Coast, broadly speaking, the population came first. There is the high contrast of two opposite procedures. The industrialism of the Eastern States, aggressive, dictating to life, enveloping society, expanding of its own momentum, is the hard and definite expression of "western" civilization in its tendency to subordinate man and his interests to the mechanics of operating. On this coast industries are being developed as a means to serving the already highly organized plan of life in a richly individualistic environment.

Any discussion of industrial development admits of two (possibly more) methods of approach. The first and most common is to ignore the appraising of it in the assumption that volume alone is the thing of importance, ever-increased volume the thing for all to strive for. Upon this common ground any number of business men, regardless of their politics and other views, can meet and pull together toward industrial expansion more and better business, greater production—and the prosperity of the city, district, State or nation in which they are interested. This attitude is fundamental in modern civilization, and to its ready functioning may be attributed the tremendous strides and achievements of industry and commerce.

The appraising attitude, which inquires into the value of industry, or particular industrial development, to other interests of life, or to the life of a certain place, is too philosophical for business men to concern themselves with. But the importance of it is appreciated by those who pause to consider society as a whole and the trend of industrialism. Upon the accurate appraising of industrial activity in the larger connections, and its direction accordingly, depends the value of civilization to mankind. Industrial development, occurring as a result of the first attitude, may be defined as spontaneous. That springing from the appraising attitude is directed.

Now it is right here in this point that the Far West version of industrial growth finds its distinction. It is not, however, by deliberate scheming on the part of the people that the growth is taking place in a directed way rather than spontaneously. It is a matter of accident, the result of large communities, developed for the most part without industries of their own, dictating industrial acquisition in strict accordance with their needs.

It would be erroneous to create the impression that the cities of the Pacific Coast grew without possessing backbones of industry. Seattle and Portland have conformed closest to the true industrial type. San Francisco, launched into prominence as a clearing-house for raw gold, continued as a great distributing point, gradually developing industries to supply more and more of the things demanded. Further south the divergence between industrial cause and population effect becomes greater. Here Los Angeles and San Diego possessed fruit industries. But these could never have created such cities as exist at present. Other factors, too well known to go into, led to phenomenal expansion, especially in the case of Los Angeles, and now at length the latter city, only after becoming the metropolis of the Coast, is standing forth in the bright economic light of industrial prominence.

* * *

Changing the Card

THERE should not be occasion for great surprise in the new industrial developments taking place in Los Angeles. The world is surprised because it had already catalogued Los Angeles as its playground city. Now, by every vehicle of communication, from periodical to radio, the world is continually having to face Los Angeles in a business guise. The card must be yanked out of the old classification. But where should it be placed? Commercial metropolis? Industrial center? No one can as yet tell for sure, for this remarkable city is in process of many kinds of making. All that can be decided is that the old, and any other, classification, while containing elements of accuracy, is certain to be incomplete. Yet there should be no surprise that a city with a population near the 1,000,000 mark is going in for industries on an ever-widening scale.

The real point of surprise is that the city was not made by industries, although industries are playing now, and have played for some years past, an important part in its growth. The industrial phase is a new phase and is consequently receiving an extraordinary amount of attention. The new Los Angeles enthusiasm, seemingly shared by everyone, including the 150,000 who have been Angelenos only a year or less, is "Greater Industrial Production." This springs directly from the recognition that commodities of all kinds have to be imported: so why not produce them at home? Such a clear reason for industrial development introduces a wise hand of direction. But the enthusiasm goes further, projecting itself by means of the harbor and the strategic position of Los Angeles in the Pacific into a boosting spirit for unlimited industrial expansion and unlimited commerce. But even here an element of direction is introduced by the nature of the resources from which the industries will draw their raw materials.

These two factors, coming in the sprightly first maturity of a city's career, indicate clear lines for industrial development. The first factor is service to the population, a factor to be modified by the prevailing type and taste of that population. The second factor relates to the natural resources, agricultural, mineral, climatic, scenic, hydroelectric, recreational and artistic, of the city and its tremendous back country. Los Angeles, Southern California, synonyms as regards products, has a name for being the garden spot, the home of citrus fruits, the studio of the motion-picture industry, the present kingdom of oil, and a number of other things. It can reasonably become a textiles center, the Pacific node of iron and steel, the copper metropolis, the chemical laboratory of the West, and a number of other prominent things. But Los Angeles began greater than any of its products and it is certain to continue so. Mention any of the great cities of the East and you think of some product, commodity or profession. Lest New York may be thought an exception we must point it out as the trying and distributing spot, in both humanity and commodities, for the country westward. But mention Los Angeles and if you think of any one thing at all it is most likely to be life—a charming and beckoning version of life in a wonderful setting.

Hence the futility of trying to draw parallels between this city's industrial growth and that of, say, Pittsburg or Detroit. Equally futile to try to predict the future of Los Angeles from the industrial history of cities elsewhere. Los Angeles is an anomaly among cities, a sort of city adventuress so richly endowed and so conscious of her endowments as to thrive and conquer without to any extent drawing upon her resources. She has always been and doubtless will continue to be a sort of favored ward of the nation. But the time comes when the ward is tired of dependence and desires, as much for the stimulation of new interest as for economic independence, to strike out on her own. So she begins to do practical work and produce commodities. But she does it of necessity in a manner satisfactory to tastes and habits acquired during the many years of cultivated indulgence.

That seems to me to present in light metaphor a fairly accurate character sketch of this city.

* * *

What You Find Here

NOW what in the matter of industries would you expect to find in a city of this peculiar character? Undoubtedly, great numbers of small concerns catering to the needs, conveniences, luxuries and whims of the population. That is the case exactly. Los Angeles with its metropolitan district has more than 4000 manufacturing plants and shops of all kinds, the majority of them being small and catering almost exclusively to the local demand.

Investigators and writers from the East who come out to look over and pass judgment on the industrial situation incline to turn up their noses upon making this discovery. Their ideas of industrial cities are shaped by major factories and mills turning out rivers of commodities to flow all over the world. And, unless a city is industrial in this sense, it is not, to them, very much of a city. So, with feet firmly planted upon the ground they tell about the small establishments they see and without looking further draw the conclusion that it is merely another case of California exuberance of spirit.

But it is impossible to understand Los Angeles, industrially, with both feet upon the ground. One foot must be in the air in the attitude of taking a step forward. One must be able to see not only what is present, but what is going to appear tomorrow and the next day. The immediate latencies, where there is the vision to comprehend them, are as evident as the actualities.

Other cities have grown because of their industries. Los Angeles is developing industries to keep up with the city's growth. The first proposition is plain to anyone. But the second, and what it is bound to lead to, can be appreciated only by the person who takes into account many factors peculiar to this city, one of the greatest and most dynamic of which is the situation of a finely developed and richly constituted city in the heart of a tremendously rich, but undeveloped, territory.

Many little industries that had their incipiency in the supplying of some local demand which had theretofore been supplied by import trade, are in process of steady growth to export size by reason of securing raw materials from the fields being opened and developed in the home territory of the Southwest.

The first background of Los Angeles industry was made up of fruit production and correlated canning, dehydrating and packing industries. This group, along with fisheries and fish-canning, rose early to the major scale of establishments doing a large export and interstate trade. Distinctive foods and food products of California have created great industries which are becoming greater every year. But fruit production has not been sufficient to account for the growth of Los Angeles, and it has always been cited facetiously as the leaser of the two largest California industries, the more important being that of tourists.

But now the list of Los Angeles industries is extending far beyond the category of food products to include major enterprises in metal products, shipbuilding, furniture and woodworking, wearing apparel and textiles, clay products, and the utilization in great quantities of industrial and chemical minerals.

* * *

Additional Growth Factor

MANUFACTURING in Los Angeles has reached the point where, in trying to take care of the population by supplying their demands and affording them employment, it has become an additional factor in growth. Among the many causes contributing to the rapid increase in the population, is that now, paradoxical as it may sound, of providing for the population. An eastern writer said that the chief Los Angeles business is that of growing. He touched the fringe of the fact that Los Angeles is now beginning to grow for purely industrial reasons, as well as for the former less material reasons. Every new industry, every new industrial development, brings in more people.

Such being the case, there is absolutely no halting point in sight. Although industries bring in more people, they must be enlarged and increased endlessly to provide goods and employment for more people.

Manufacturing has followed lines dictated by the class of people that live in Los Angeles, which is largely composed of the substantial well-to-do, well-educated citizenry from all parts of the United States. Higher culture, art and recreation are large factors in the Los Angeles milieu, and industrial development tends to be influenced accordingly. It is not likely that Los Angeles, no matter how extensive her industrial growth, can be made ugly by industry gaining the upper hand and dictating to the population. The other factors in the environment have fortunately dyed their influences so deep that beauty and the many-sided culture of life through art, recreation and higher learning are pretty certain to direct and largely form the industrial plan. Yet the possibility of the contrary eventuality should be borne in mind, and circumspect intelligence should supplant that unconscious method of direction, which so far has been safe. Los Angeles must have many and great industries, but it must also protect its wonderful heritage and distinctive endowments by holding industrialism strictly accountable to the higher issues of life.

The note that must be sounded at present, however, is the diapason of volume. Los Angeles must have volume of industrial activity to take care of the amazing increases in population. Not only must there be cheap commodities in plenty; there must be plenty of jobs. The people who have responded and are responding to the call of the Far West must not be disappointed by inadequate provisions for their maintenance. They have come and are coming here because the possibilities of life are greater here than elsewhere; but at the bottom of life is the livelihood, and it can be provided for so many only by ever-increased dimension of industries.

A motion-picture producer is quoted as favoring the building up of textile industries for the sake of the many aspirants to the celluloid who are better fitted for looms and spindles. The iron and steel industry might likewise be deserving of promotion from the point of view of oil, but for the different reason that many engaged in the oil industry are certain sometime to have to find other occupation.

Motion pictures and oil are at present the two leading Los Angeles industries. Iron and steel, food products and meat-packing rank next. But how different in character are these and many that follow the two leaders! They are different in that they are directly related to perennial and practically inexhaustible resources in the back country, while resting upon an unremovable basis of economic demand.

Such are the industries that are laying the bedrock foundation of the new greater Los Angeles for the industrial concert of the Far West. It is in the development of these stabilizing industries, rooted in the immemorial raw wealth of the land and the hills, in the severance of dependence and the building upon its very own, that the great country of the Far West is lighting the candle of the industrial epoch.

Ben Franklin's "candle" of industry is a century and a half behind the times. Industry is lighted in the Far West by the switching of the current to the industrial electrodes.

PROMISE OF THE OLIVE IN CALIFORNIA

Fruits of the Industry Enjoyed Here at Home Over Century and a Half and Extensive Development Possible

OLIVES may be grown in but few regions. Practically the world's supply of green-pickled olives and most of the oil come from Italy and Spain. California, since the padres planted the first olive trees at San Diego Mission more than 150 years ago, has enjoyed the benefits of home-produced olive pickles and oil of the purest and finest grade. But the industry here, where the olive has found itself so much at home, has barely begun to realize the great possibilities latent in it.

The whole tremendous interior of California, from Sacramento Valley down, millions of warm valley acres, satisfies the cultural requirements of the olive. The area of adaptation reaches out far beyond that of the orange and the walnut to include many parts of the desert. Land from the San Joaquin to the Rio Grande, much boosted of late as fine grape land, is also olive land. The olive loves summer heat, mild winters and dry air.

Now just what is the extent of the present industry? California has 35,000 to 40,000 acres in olive groves, from about half of which the commercial crop is harvested. The industry is taking root in Arizona, where there are about 1000 acres in trees. The acreage in California is divided almost equally between Sacramento Valley, San Joaquin Valley and Southern California, generally.

The movement has been away from the coast, where the first plantings were made, to the warm, dry interior. This is mainly because humidity does not agree with the olive. Heat and dryness seem to prevent the development of black scale and to check other pests and diseases. The great vitality and drought-resistant nature of the tree are largely responsible for the tendency to carry the industry into the desert.

But olives should not be planted where harmful winter temperatures occur. The fruit, ripening from October to February, according to variety, is susceptible to injury by cold in excess of 24 deg. F. The trees will stand more cold, and harvesting the fruit green for pickles admits the culture to a wider range.

One of the most attractive features of olive-growing in the hot interior and the desert is that the harvest takes place in the cool of the year, when those regions provide a climate for residence and outdoor life that is the most agreeable in the United States. An olive grower can hire his irrigating and cultivating done during the hot months and take charge of the harvesting himself when the weather is most delightful.

The smallness of the industry and its slow growth, in comparison to its splendid possibilities, may be attributed to the mistake made of planting groves too near the coast, where the cost of producing is excessive, owing to scale and other pests to combat; and to the marketing problem.

California produces 3,500,000 gallons of olives a year. Approximately a third goes into the manufacture of oil. A very small percentage of the rest is pickled green, while the bulk is put up as ripe olives to be consumed mainly at home.

Meanwhile the United States imports 4,000,000 gallons of green-olive pickles from Italy and Spain, 8,500,000 gallons of foreign

(CONTINUED ON PAGE [illegible])

GRAUMAN COURT AND HOTEL

NORTH KENMORE, MELROSE AND ALEXANDRIA AVENUES of LOS ANGELES

Grauman Court from Melrose Avenue Approach

The Sunken Garden

The Batchelor Apartment

In One of the Apartments

The Hotel Lobby

Looking towards Alexandria Ave

Where a Genuine Welcome Awaits You

WE CANNOT always be in the home we call our own, for business or pleasure often takes us far away. But as we go from point to point, and stay in each a while, our longing is to find some place to live where clings the atmosphere of home—where the environment is as nearly as possible like the home whence we came.

You are coming to Los Angeles! And to America's All-Year Playground!

To make your stay worth while, whether it be short or long, you must have the freedom of a home—must feel at home, and thoroughly contented.

Here is where the GRAUMAN COURT AND HOTEL can serve you, whether you remain in Los Angeles a few days, a week, a month, or several months. The very instant you reach Los Angeles real home life for yourself, family and friends can resume.

GRAUMAN COURT

The Grauman Court and Grauman Hotel face three streets on the edge of the exclusive Wilshire District, North Kenmore Avenue, Melrose Avenue and Alexandria Avenue. Grauman Courts are the newest and most distinctive three, four and five-room apartments in Los Angeles. In all with street frontage on three sides of 350 feet, Grauman Courts provide 41 three, four and five-room apartments, each a separate entity in itself, and each supplied with every conceivable modern feature to make life homelike and enjoyable. The quality and tastefulness of its furniture, furnishings and equipment create an atmosphere of quiet refinement. The living rooms are large, airy and light. In every item of furnishing is the touch of home. Tiffany finished decorations, attractively overdraped window curtains, rugged and hardwood floors, combine to make the rooms instantly liveable. Each court apartment has its screened porch.

The mattresses, blankets and linens on each bed are of highest quality, the kind you have in your own home. Every room has perfect ventilation.

All bathrooms in the Grauman Court are tiled, with latest built-in bath tubs and showers and ultra-modern facilities most conveniently arranged.

The kitchens are marvels of convenience, fully equipped to the very smallest item, including everything as complete as in the average American home.

The management emphasizes the importance and completeness of every detail in connection with Grauman Court. Enclosed concreted garage accommodations—each a private garage—is included. Maid service is furnished if desired.

The last word in comfort and convenience, plus a genuineness of welcome that will make you glad you made your home here and sorry to go—that is what awaits you at either Grauman Court or Grauman Hotel.

While seemingly aloof in its commanding location—58 feet higher than the ground floor of the Ambassador Hotel and absolutely out of any fog and smoke belts, Grauman Court and Hotel is easily accessible to all of the city's activities and attractions. It can be reached in fifteen minutes by auto or eighteen minutes by the Heliotrope car of the Los Angeles Railway Company from the heart of the business district. To visualize, Grauman Court is the largest institution of its character in Los Angeles and its apartments are offered for monthly rental from $75.00 to $150.00, including janitor service and night watchman service.

The grounds about Grauman Court and Hotel are perfectly cultivated. The Melrose Avenue approach contains among its embellishments a beautiful sunken garden with Florentine marble statue decorations. Velvet lawns, flowers, foliage and winding walks show the results of expert gardening.

There are many good schools in the vicinity, making it convenient for families with children.

GRAUMAN HOTEL

Grauman Hotel is a three-story structure located adjoining the Grauman Courts at 675 North Kenmore Avenue—the exact location being adjacent to the southeast corner of North Kenmore and Melrose Avenues. Completed last year and opened to the public November 1, the Grauman Hotel contains 62 single and suite rooms, the furnishings of which are of equal quality and beauty throughout, suites differing only as to position in the building. The lobby is attractively furnished and distinctively homelike. The term service, as applied to a hotel, is given a new and very satisfying interpretation at this hotel. Guests here can always feel comfortable to "Come in Just as They Are."

The Grauman Hotel appeals to the traveler of discriminating taste. Ample garage space on the hotel grounds safeguards your car and renders it instantly available.

Nowhere will the traveler and tourist find a more delightful place in which to spend a few days, weeks or months than at the Grauman Hotel. You can here follow the course of your life in its natural channels as you do "back home."

Rates at Grauman Hotel are $1.50 per day and up, with special weekly and monthly rates.

Grauman Court and Hotel are owned by Mr. Sam Grauman.

Native Medicinal Plants of Southern California

Native Indians Led the Way in Discovery of Useful Plants That Grow Here

FRANCIS M. FULTZ
(Illustrations From Photographs by the Author)

AS A first step in the investigation of the healing remedies which a newly discovered country, or a region just undergoing colonization, may possess, we can safely consult the aboriginal inhabitants on the question. And this step is usually one of necessity, for man must have medical aid wherever he goes, and he cannot carry with him an inexhaustible supply. As a matter of fact, most exploration and colonization have been undertaken under very poorly equipped conditions—especially in the line of guarding the health. And many an expedition would have fared badly in a physical way but for the remedies which the new land afforded.

Practically every great healing remedy of vegetable origin now in use was the discovery of what we call savage people. Civilized man has simply appropriated knowledge which people of the wild had gained through many generations in the school of experience. Just how the savage peoples gained this knowledge is an interesting question. Of course there are legends concerning the matter. But legends are legends and usually contain not more than a grain of truth—if indeed that much.

The Indians of California had a wide knowledge of the properties of the herbs which grew about them, both useful and hurtful. How did they gain this information? I have often speculated about the matter. Mary Austin, in her "Land of Little Rain," has tried her hand at it—and in a much more interesting and entertaining way than we are apt to find in learned treatises on the subject. And she has given us a hint of what probably took place. But whatever the process, we know that in some way or other the aborigines gained a pretty accurate knowledge of the plants of their own particular region; and that civilized man has done little more than develop means for collecting and extracting, and in refining for human use.

• • •

Native Remedies

CALIFORNIA has contributed its full share to the list of the world's healing plant remedies. And without exception first knowledge concerning them came from the Indians. The Mission Fathers brought their own healing remedies with them, and in the gardens they planted there was always a goodly array of time-honored "simples." But they found the Indians using native remedies which in several cases were superior to those they had brought with them from across the sea. Like the wise missionaries they were, they promptly appropriated whatever of good the native had to offer and gave it to the world at large.

In this way was gained what is generally acknowledged as the finest of all known laxatives, Cascara. Cascara Sagrada—Sacred Bark, as the Spanish called it— is a Pacific Coast shrub that grows from British Columbia to Mexico. It is evergreen and bears a generous crop of berries, each of which contains two seeds of the general shape of coffee grains. It is sometimes called "wild-coffee" on this account, and it is said that persons have tried to use the seeds as a substitute for coffee, only to find they do not make even a palatable drink. The flesh of the berries is juicy and fairly tasty—and as they are almost wholly void of the laxative quality of the bark of the shrub, and contain no injurious principle, the berries may be eaten without any uncomfortable results. When the Mission Fathers came to California they found the Indians using the bark of the shrub as a corrective to the astringent effect produced by a diet that consisted largely of acorns. Recognizing its value, they immediately appropriated it and gave it to the world for the general benefit of mankind.

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Cascara or Pigeon Berry

BOTANICALLY, the Cascara Sagrada is a Rhamnus—some botanists regarding it as a single variable species, Rhamnus Californica, while others make two species of it, claiming that the type in Oregon and northward, where it grows to tree-size, is sufficiently distinct to be considered another species, which they call R. pushiana. There seems to be no good line of demarcation, however, geographically or otherwise, where one species leaves off and the other begins. And the bark seems equally efficacious, whether it comes from a shrub in Southern California or from a tree in Oregon. The commercial supply is gathered in the North, but this is because the bark there is heavier, and therefore more quickly and easily gathered in quantity.

In the South Cascara Sagrada is sometimes called Pigeon berry, because the band-tailed pigeons exhibit a fondness for its berries—and the somewhat bitter flesh of these birds is supposed to get its taste in this way; but an acorn diet is what is no doubt really responsible. In the North it is called Wahoo, or Bitter-bark. The latter name is a very appropriate one, although not at all distinctive, as "bitter" is applied to various plants in various ways all over the world. But anyone who has tasted a strong infusion of cascara bark will eagerly testify that for bitterness it has quinine "backed off the boards."

It is a very common impression with "ailing" persons that anything in the way of medicine which is bitter has virtue in it. Hence the reason for the flood of "bitters" that deluged our country about a generation ago—and which has not yet fully subsided. It is needless to say that few of the bitter remedies "live up" to this reputation. But cascara is one of the few. It is said that the natives used a weak infusion of cascara bark as a tonic. Perhaps

a properly compounded "bitters" in which cascara was the only active principle would furnish the desired "kick," and at the same time be of some real medicinal value.

• • •

Yerba Santa

ANOTHER of high medicinal worth which the Franciscan Fathers found the natives using is a shrub of the Waterleaf Family, and to which the Missionaries gave the name of Yerba Santa—that is, holy herb—about as high an encomium as they could well place upon it. Botanically it is Eriodictyon of three or four different species, all being liberally supplied with the healing principle—the one which was formerly known as gutinosum, however, being the one most usually gathered. The different species are almost wholly confined to the Chaparral Belt, which means that Yerba Santa is a distinctively Southern California plant.

The Yerba Santa is a shrub from three to five feet tall, with linear evergreen leaves which in some species are smooth and in others sticky. It bears an abundant crop of flowers that come into bloom about May, and which in the species most commonly used in a medicinal way are lavender—while in another species they are pure white. The leaves furnish the medicinal principle. While the Indians used it as a general tonic, they prize it most highly for its efficacy in relieving bronchial and respiratory troubles. The Spanish were not slow in adopting it for their own use.

While the Yerba Santa is not so extensively used throughout the world as the cascara, still there are some tons of the dried leaves annually shipped from Southern California to be manufactured into medicinal remedies. At the present time the supply is largely gathered from the foothills of the San Bernardino Mountains.

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An Indian Cure-all

ONE of the "cure-alls" of the California Indians was the Yerba Mansa. (The name shows itself to be of Spanish origin, but its true meaning is a matter of unsettled argument.) It would seem that the real meaning should be, by strict interpretation, "time-herb," or possibly "table-herb," which it is not in any sense. Mr. Charles Francis Saunders suggests that the Spanish, wanting a name for the plant, and seeing how great a value the Indians placed upon it, thought there could be no more appropriate one than "herb of the tamed Indians"—that is, the Indians who sat at the table—and that the original name was "Yerba del Mansos," which by usage was shortened to its present form. Anyway, it was, and still is, for that matter, a cure-all with the Indians. Coughs, colds, indigestion, and almost any internal disorder are on its remedial list with them; while they regard it as infallible for cuts, bruises, sores, and external troubles of every kind. Mary Austin writes of "Senora Romero making a poultice of it for my burned hand."

The Yerba Mansa is a plant of low, flat lands, preferring soil with some alkali. It has large dock-like leaves, and in the spring and early summer sends up stalks bearing at the top what purport to be rather large white flowers with a greenish conical projection at the center. But these pretended flowers are shameful pieces of camouflage. The supposed large white petals are small and individually inconspicuous; but combined they make up the greenish central cone. The botanist calls the plant Anemopsis Californica. It belongs to the Lizard-tail Family, which has only one other representative in our country.

Not only are the leaves of the Yerba Mansa used for healing purposes, but the root, also, which is astringent, and which has a peppery taste—for which it is said the Indians easily acquired a liking.

The Ephedras—of which there are several species—furnished another universal remedy to the Indians. Prospectors and other frequenters of the desert, noting the Indians' use of the plant, soon followed their practice and found it of great service in a region where the remedies of civilization were not usually at hand. It is still widely used, for there are certain ailments which yield to Ephedra as quickly as to any drug listed in Materia Medica. It is especially efficacious for bladder trouble and for the milder forms of venereal disorders.

The Ephedra is a strange looking plant. It is almost wholly leafless, and has

Cascara Sagrada (above) and Yerba Santa

jointed, pipe-like stems—whence the Spanish name of Canutillo, meaning "little tube." With white men it is known as Desert-tea, Mormon-tea, Chihuahua-grass, Joint-pine, and by other less-used names. The species are all of desert distribution, although they invade the neighboring mountain regions to some extent. Some of the names just mentioned might indicate that the plant was used for making a common, everyday beverage. It was quite extensively so used in the early days, and still is to some extent.

In the Creosote-bush the desert gave the Indians another remedy—one that they found especially valuable for external application, and which has become a standard curative with desert horsemen for the treatment of saddle sores. The Creosote-bush is an almost universal desert shrub. It has small leaves that shine with a film of varnish—provided by Mother Nature as a preventive of evaporation. It has small yellow flowers, the main crop of which comes in the early spring, but a few of which may be found at any time of the year. Desert-dwellers usually call it Greasewood, but as there are some half-dozen shrubs in our country that go under this name, something more distinctive is to be desired. And none can be more characteristic than "creosote bush"—for it carries the unmistakable odor of creosote. About this odor: some say it is ill-smelling. But others—of which I am one—say nay: it is fragrant, not merely odorous—notwithstanding its Spanish name of Hediondilla, i. e., "little stinkbush."

"From the time of our grandmothers"—which, of course, in this case means our "foremothers," so far away that the time is lost in the twilight of civilization—the Mint Family has held an honored place in the home pharmacopia. As a boy on the old Midwest farm, I gathered great armfuls of fragrant pennyroyal, to be hung up in the attic to dry. And then, when the winter season of coughs and colds came on I drank quarts—so it seemed to me—of the steaming decoction, while soaking my feet in a pail of hot water! To raise a sweat they said, and it always did! I didn't mind the pennyroyal very much. But the horehound—another of the Mints—I didn't like so well. It was all right as candy; but as tea, that was another question.

Well, Mother Nature was generous to California in the matter of Mints; and among them she slipped in one of a viney, dainty build, a delicate fragrance, a pleasing taste, and a comforting, healing property—a combination of attributes which so irresistibly appealed to the early Spanish colonists they named it Yerba Buena, the "good herb"—about the highest honor they could bestow upon it. The botanist calls it Micromeria chamissonis. It grows in the "wildwood"—moist, half-shaded spots—in the Coast Range from the Santa Monica Mountains to the northern part of the State. It is plentiful about San Francisco Bay. Indeed, the first Spanish settlement there—what is now the city of San Francisco—was called Yerba Buena.

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Gum Plants

THERE are various species of Gum-plants, or Grindelias, from the Mississippi Valley to the Pacific Coast—all of medicinal worth. They are of the Composite Family, with yellow-rayed heads of trim, rather attractive appearance, but which are too sticky to be handled with comfort—hence their common name of Gum-plants. The dried plant—leaves and flowering heads—may be bought at pharmacies, and in the shape of a decoction is accounted an excellent remedy for throat and lung troubles, and in cases of poison-oak poisoning, as will be more fully noted a little further along. Two or three of the species grow in California, one of them, G. robusta, being plentiful about Los Angeles. Mr. Saunders—already referred to in this article—in his "Useful Wild Plants" states, in writing of the Grindelias: "The California Indians are credited with being the pioneers in discovering the remedial secrets of these plants."

Perhaps the Grindelias are best known, and unquestionably most appreciated, as a specific for the effects of poison-oak. While there is no real cure for the poisoning—that is, the inflammation once started must run its course—yet a decoction of Grindelia, applied with wet cloths, will stop the spread of the infection, ease the pain, and hasten the healing process.

While California did not give the mustard of commerce, and of materia medica, to the world, it may now be credited with being one of the main sources of the world supply of the seed. The Black Mustard (Brassica nigra) is the species which furnishes the seed. It is a native of the Old World, but is now found growing in dense thickets almost everywhere in California. The supply of seed furnished by the State does not come from the wild, however, but from cultivated fields—mostly from Santa Barbara county.

There are several species of plants in California that furnish a principle of the quinine quality. Indeed, were the supply of Peruvian-bark—from which quinine comes—to be cut off, our California plants might be exploited for the production of a fever specific. The Flowering Dogwood (Cornus nuttallii) is one of these. It closely resembles the Eastern Dogwood. It is plentiful in the San Bernardino Mountains and other interior ranges, where in spring and early summer it is a flowering mass of white. The Silk-tassel Tree—a cousin of the dogwood—is endowed with the same medicinal principle, on which account it is sometimes called "Quinine-bush." A decoction made with the bark—dogwood and quinine-bush alike—may be used for the reduction of intermittent fever. The bark from the roots seem to be more heavily charged with the active curative principle than that from the trunk and limbs.

There are other California plants that may be classed as medicinal, but they are less richly endowed with curative properties—or at least have never earned the reputation borne by those treated of in this somewhat rambling article.

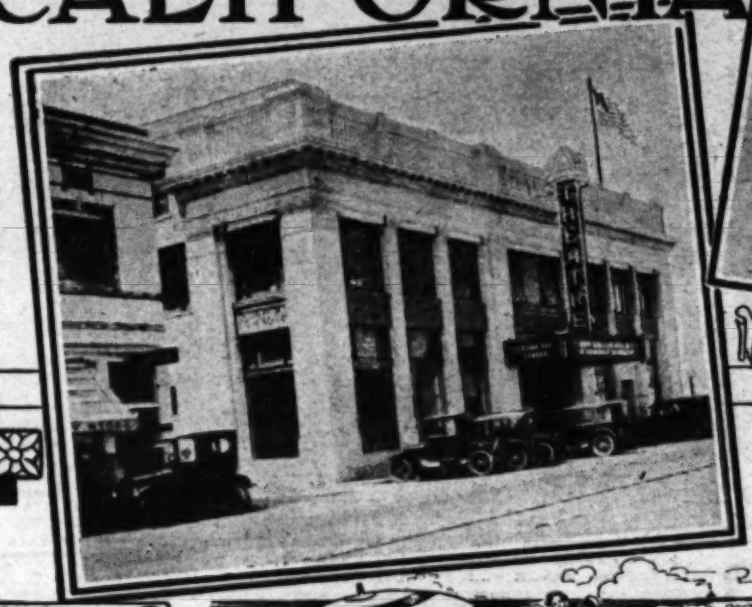
Citrus Packing Plant

A two-acre site was chosen for the erection of the new packing plant of the Orange Mutual Citrus Association, at a cost of $40,000. It is of modern semifireproof structure of hollow tile.

GRAUMAN COURT AND HOTEL
NORTH KENMORE, MELROSE AND ALEXANDRIA AVENUES OF LOS ANGELES

HERMOSA BEACH CALIFORNIA

"The Aristocrat of Beaches"



New Surf and Sand Club Building Started in December To Cost $500,000.

More Than 900 Pupils attend Commodious Grammar Schools of this Type

Wholesome Recreation is part of the Community Life.

A Portion of Hermosa Glass Plant—Industry Has a Pay Roll of $25,000 Which increases Monthly.

Comfortable Homes and Apartment Houses Suit every Purse

TO THE FAMILY RESIDING OUTSIDE OF THE STATE which has dreamed of having a home in California, Plus an Income, Hermosa Beach offers an especially strong appeal.

To the business man, investor or manufacturer whose thoughts have turned to Southern California as the lucrative field for commercial opportunity, Hermosa Beach offers the distinct advantage of being at the very apex of a development which has never been paralleled in the history of the world.

The eyes of the world are casting their envious gaze on Los Angeles and its great harbor. Just ten miles north of this gigantic enterprise with its payroll of $273,000 daily, is Hermosa, "The Aristocrat of the California Beaches."

Hermosa Beach has long been recognized as the most popular restricted family beach city in Southern California. It is here that ideal home life is being directed with kindly and intelligent care. There are no hurdy-gurdy amusements—and its spacious municipal pier, extending 1000 feet into the Pacific Ocean, is free from buildings. The schools are excellent from both a standpoint of perfected courses and physical accommodations.

The climate carries the invigoration of salt breezes wafted from the sea and does not vary more than fifteen degrees in its extremes.

The phenomenal growth and prosperity of Hermosa Beach has been one of the most conspicuous civic accomplishments of Southern California in recent years. During the past twelve months the population increased 60 per cent. The building permits of 1923 will reach over a million dollars, compared with five years ago, when the total scarcely reached $10,000. With a population of less than 10,000 Hermosa Beach ranked among the first ten cities in the State in total volume of building permits during the month of August. Three banks with resources of over $1,600,000 reflect the strong financial pulse of the city.

Hermosa Beach is situated just 18 miles from the heart of Los Angeles due southwest. Four paved boulevards make possible a 45 minute run into the metropolis by auto. The Pacific Electric with its frequent, regular schedule makes commuting a pleasure. Three trunk line boulevards connect Hermosa Beach with the Harbor, San Pedro and Long Beach. Santa Monica is but 14 miles north, reached by two paved highways and trolley. The great Palos Verdes estate is but two miles to the south.

If you are seeking a home or business in a friendly, forward-looking community where the environment is clean and healthful—investigate Hermosa Beach. You will be tremendously impressed with the bright opportunities that have come with the recent remarkable growth.

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HERMOSA BEACH
CALIFORNIA
Chamber of Commerce

Please send me illustrated booklet about Hermosa Beach. I am especially interested in—

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TEMPORARY HOME—Winter—Summer

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HOW LOS ANGELES GOT WORLD HARBOR

Story of Great Achievement by Man and Money That Brings Shipping From Every Part of the Globe

THE linking of the name of the supposedly inland city of Los Angeles with a harbor; the intelligence that nine miles of deep-water wharfage is already at this city's command; respectable figures showing a shipping business of over 2,000,000 tons a month; the schedules of sixty-two regular steamship lines, besides petroleum and lumber boats—these surprising facts and figures raise a number of questions.

Where did Los Angeles get a harbor? Since when has there been a third harbor on the California coast? And, by what legerdemain has Los Angeles, twenty miles from the ocean, suddenly thrust herself into the forerank of the water-shipping cities of the world?

The story takes its beginning far back when the Spanish navigator, Cabrillo, first nosed his brig into the dents of the California coast in 1542; it loiters through the picturesque period of Spanish romance after the founding of Los Angeles in 1781; glimpses Dana and his sailor pals carrying hides on their heads through the surf; tells a chapter in the middle 1800's as Port Wilmington, to which the Mormons caravaned from Salt Lake; and finally after tentative booms and rivalries, reveals San Pedro elect, to become, by the expenditure of many millions of dollars, a deep-water port for Los Angeles built to order.

All through the Spanish colonial period, a considerable trade was carried on between California and Mexico, the Atlantic seaboard and the Orient. The new country required merchandise of all kinds, while it was able to export hides, tallow and wine. While most of this commerce passed through the two natural ports of San Francisco and San Diego, a good deal of it was carried on at various points handy to the missions, which were the centers of production and industry.

The system of trafficking at San Pedro, the port of Los Angeles, was typical of all the offshore anchorage trade. The vessels would run in as near to shore as was safe, drop anchor, and unload by means of rowboats. The shore cargo was taken out in the same way; and often, to get safely through the surf, the goods had to be carried out the first few hundred yards on the heads of the sailors. This method continued in vogue during the Mexican and well on into the American regime. Passengers also were conveyed in and out in this manner. There was always an element of risk attached to the passage of the surf, and much goods was damaged and many duckings occurred.

The ships enjoyed comparative safety at their anchorage in the gently rolling Pacific, but when southeasters began to blow it was necessary for them to put straight out to sea and here tack and toss until the storms were over.

The commission-houses of San Pedro carried on a good business; but no seafaring vessels entered the small, shallow apology for a harbor until 1861. Incidentally, at that time shark-spearing was a popular sport and lucrative business along the coast and in San Pedro Bay. As many as 100 were often taken in one day in the vicinity of Rattlesnake Island. Only the livers were used. These, when boiled, yielded oil which burned fairly well in its crude state.

On January 9, 1861, the schooner Lewis Perry was towed across the bar into San Pedro Bay by a small tug. This was the first ocean vessel to enter and discharge a cargo at the wharf. It demonstrated that the port was navigable by vessels drawing no more than eleven feet.

The event aroused great hope in the hearts of the Angelenos. They began to believe in the possibility of all coasting steamers entering the port to discharge and receive freight and passengers, while resting secure from the dangers of stormy weather. But in the following year the steamer Ada Hancock, in navigating the port, careened and admitted water into her engine-room. The boiler exploded, killing twenty-six passengers and almost demolishing the ship.

In November, 1869, Los Angeles commerce made a great stride forward by the opening of the Los Angeles and San Pedro Railroad, operating between town and port. Two years later the government began the improvement of the harbor. The gap between Rattlesnake and Dead Man's islands was filled in with rock for a breakwater, thus creating a regular current in and out of the harbor. The sand bar at the harbor entrance was dredged to a depth of about eighteen feet, making it possible for good-sized vessels to cross at low tide. In 1873 Los Angeles organized a Board of Trade, later the Chamber of Commerce, and this body immediately set to work to secure appropriations for the survey and construction of a better harbor.

But, with the coming of transcontinental railroad lines to Los Angeles, the project met with opposition, both in the matter of developing facilities for water transportation and in the selection of a site for the city's chief port.

The Southern Pacific extended its line to Santa Monica, where a pier 4600 feet long was built into the ocean. This was called Port Los Angeles and, from the time of its completion in the late '70's until it was condemned in 1906, it took a great deal of the lumber and oil business away from San Pedro.

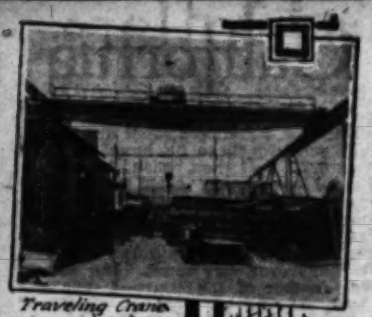
The Santa Fe Railroad boosted another port at its terminus on the Ballona Rancho. A third was promoted on the Palos Verdes Rancho at Portuguese Bend, and still another was projected in connection with the visionary Los Angeles and Truxton Railroad. During the years of the real estate boom in the late '80's, every tract of ocean-fronting land wanted to claim the privilege of being the city's gateway to the Pacific.

But San Pedro, with its near-harbor, was the logical place, and fortunately the more powerful of the contending parties were on the side of the city's highest interest. Further appropriations were secured, and on April 27, 1899, work on the harbor was recommenced in the spectacular dumping of a barge of rock, quarried from Catalina, on the site of the new breakwater.

But the harbor did not become the prized possession of the city until some years later. In 1909 the city acquired the narrow ribbon of land, known as the Shoe String Strip, connecting it with San Pedro; and the citizens of San Pedro, Wilmington and Los Angeles voted for consolidation. Thus was removed the barrier between the city proper and the coast, and February 13, 1910, San Pedro Bay became officially known as Los Angeles Harbor.

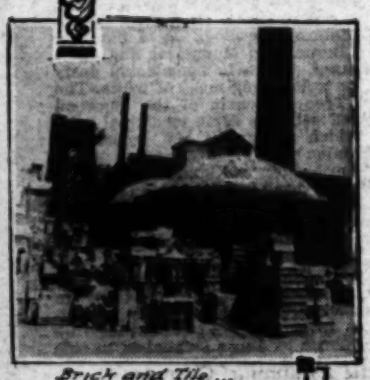
Naturally the event stimulated the development of the harbor. Los Angeles advanced many millions of dollars, the Federal government appropriated millions more. The result was that almost before the rest of the world realized what was going on, Los Angeles had become a mighty port, bidding for, and getting, an ever-increasing bulk of world-wide commerce.

With its miles of splendid wharves, its dry docks and railroad terminals, this safe and convenient harbor, made to order, sends forth an irresistible siren call to the freighters and passenger liners of the great Pacific. From every part of the globe, routes of trade and travel contour toward the port of the beautiful metropolis of Western America.


Traveling Crane

Making Pistons

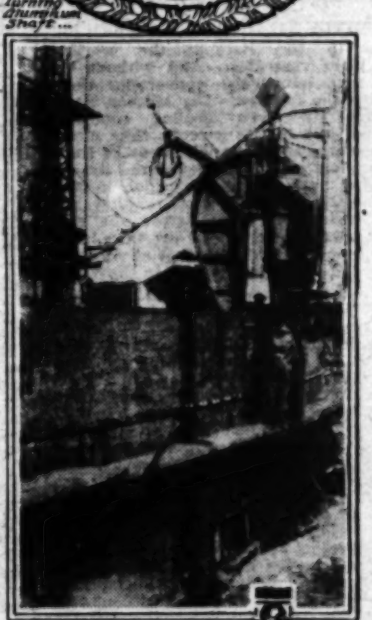
Ice Plant...


Brick and Tile...

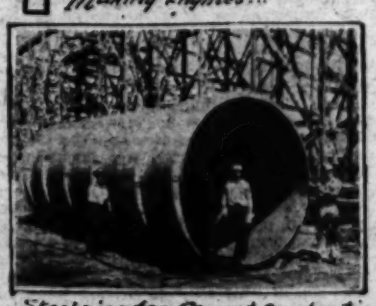
Tuna Packing

Boiler Shop

Turning Crankshaft Shafts...


Riveting Gas Tanks

Making Engines...


Steel pipe for Cement Construction

FINANCING INDUSTRIAL PROJECTS

Chamber of Commerce Official Tells of Strong Backing to Take Advantage of Favorable Manufacturing Conditions

THE Los Angeles industrial situation has two outstanding features of nation-wide significance. The first is that Los Angeles has become a metropolitan manufacturing center. The second is that opportunities for industrial and manufacturing enterprises are wide and most assuring.

After a new industry is started and gets to flourishing, as is inevitable in this richly growing city, everyone wonders why the opportunity was not perceived before. But if the records are searched it will be found in nine cases out of ten that the enterprise was prematurely knocked in the head by too much unsubstantial promotion.

Los Angeles has been and still is the mecca of fly-by-night promoters. These "gentlemen" of keenly appreciative vision, but entire lack of socially constructive interest, bait their snares with perfectly apparent investment opportunities. They catch the suckers because it seems perfectly plain that they have cornered a fine thing and will deliver the goods. But knowing nothing and caring less about the methods and processes of constructive enterprise, they simply take in the money and then leave the investors to flounder for lack of the right kind of business organization and able executives.

"It is the most curious and exasperating situation that we have to overcome," said A. G. Arnoll, head of the industrial department of the Chamber of Commerce. "Perfectly good openings for industries and factories are knocked in the head by the premature and unsound tactics of this troublesome element. Very often before we can get a new enterprise launched upon a substantial basis, these fly-by-night promoters use the advertising value of the opportunity to put across one of their gold-brick schemes. The disaster to the investors is sometimes enough to knock all confidence in the real worth of the opportunity and its

(CONTINUED ON PAGE EIGHTEEN)

TROPICO POTTERIES, INC.

LOCATED at Glendale, California, Tropico Potteries, Inc., is one of the largest institutions of its character on the Pacific Coast. The products manufactured include Architectural Terra Cotta, Faience and Quarry Tile and Vitrified Clay Sewer Pipe; Terra Cotta Flue Lining, Terra Cotta Chimney Pipe and Drain Tile.

In addition to the manufacture and sale of the above products, Tropico Potteries, Inc., is affiliated with the firm of Gladding, McBean and Company of San Francisco, one of the oldest and largest clay-working concerns on the Pacific Coast. Through this affiliation, the former company is now the southern representative of the latter company in the sale of its products, which, in addition to the above, include roofing tile, face brick, garden pottery, etc.

The company is also the Pacific Coast representative in the sale of quarry tile, manufactured by the United States Roofing Tile Company of Parkersburg, W. Va.

The main office and works of the company is located at Glendale, Calif., and the telephone is—Capitol 4780.

Executive officers of Tropico Potteries include Atholl McBean, president; F. B. Ortman, vice-president and general manager; E. M. Davids, secretary, and E. A. Jones, treasurer.

W.H.Daum

DAUM INDUSTRIAL SERVICE

THE BUSINESS OF W. H. DAUM & STAFF was founded by W. H. Daum a fifth of a century ago for the purpose of specializing in the work of securing the RIGHT locations for industrial and commercial enterprises—RIGHT with respect to transportation, raw materials, fuel, water, labor, distribution and other essential factors. More than 500 enterprises, representing an aggregate investment of many millions of dollars, have been introduced, established and expanded in the Southwest, notably in the California District, through the instrumentality of Daum service.

Realty Department

In the securing of advantageous sites for manufacturing plants and warehouses, and in the selection of industrial properties for investment purposes, this organization offers the benefit of long experience and a thorough acquaintance with the sources of raw materials, labor supply, transportation, markets and distribution methods.

Through this Department are available many opportunities for profitable investment in various types of business income property.

Inquiries on any phase of industrial development, or specifically on the subject of warehouse or factory sites, are cordially invited.

Financial Department

The most important work in the development of any community is the strengthening of its industrial foundation, through the expansion of its established and worthy industries.

It is the function of this department to furnish capital for the legitimate needs of such industries. The distribution of Securities, however, is limited to those which have earned the W. H. Daum "Seal of Approval" on the strength of a satisfactory record of earnings, a sound financial structure, and capable management.

Inquiries are invited from investors who are interested in obtaining the highest possible returns consistent with safety.

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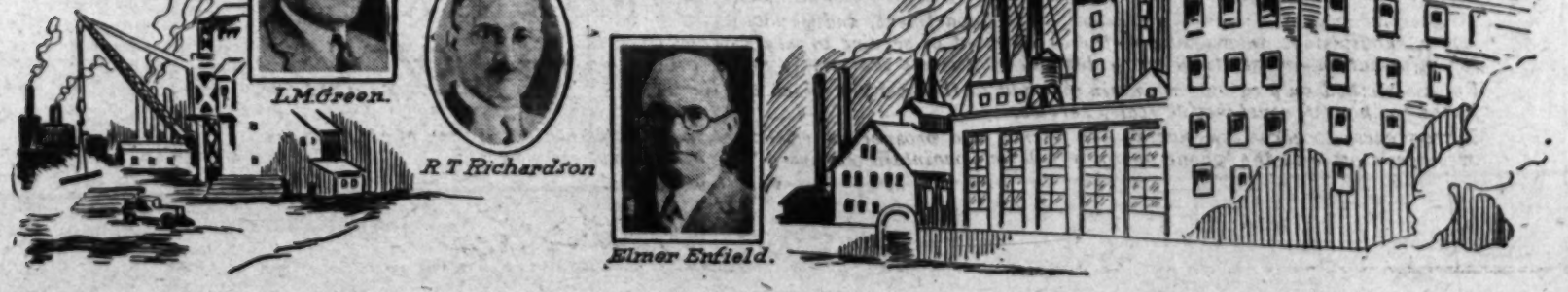
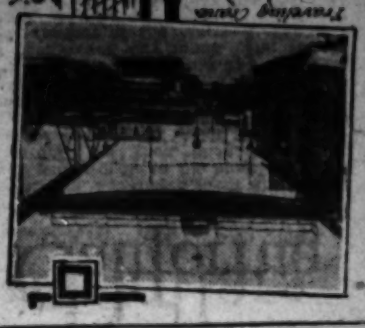
Elmer Enfield.





HOW LOS ANGELES GOT WORLD HARBOR

Story of Great Achievement by Man and Money That Brings Shipping From Every Part of the Globe

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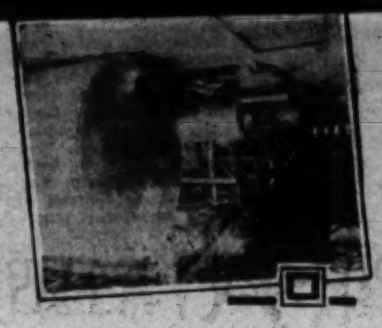

steamers entering the port to discharge and receive freight and passengers, while being secure from the dangers of stormy weather. But in the following year the steamer Ada Hancock, in navigating the port, careened and admitted water into her engine-room. The boiler exploded, killing twenty-six passengers and almost demolishing the ship.

Imperial's Cotton Crop Fifteen Million Dollars

That Industry of the Wonderful Valley Only Fifteen Years Old and Now Extensive on the Mexican Side

BY ARGYLE M'LACHLAN

COTTON is fifteen years old in the Imperial Valley. The birth of this industry was in 1909 when El Centro, as the center of the infant enterprise, ginned about 300 bales. While the period of incubation probably dates back to the first year water was brought into the valley, when ranchers were testing out all sorts of agricultural products, and among others planted cotton seeds in their back yards; and while the beginning was on a very modest scale, cotton has a place in the agricultural program of the valley and will doubtless continue to be grown here for many years.

At the completion of the fourteenth year of its existence, it had produced 750,000 bales which, with the 375,000 tons of its seed, had brought into the valley in excess of $110,000,000. Brazil's annual crop of cotton now equals some 600,000 bales. The Imperial crop at present is about one-sixth the size of Brazil's and about 1 per cent of the total grown in America. In the 1923-24 crop season cotton will bring to the Imperial Valley an additional $15,000,000, which is at least one-fifth of the gross annual income from our varied crops.

Cotton-growing soon came to be general throughout the valley and gins were established at seven different towns. Cotton-seed oil mills at El Centro and compresses at Calexico and Imperial have functioned as a part of this industry, but large milling plants established at Los Angeles and San Diego now receive most of the seed from our gins, only one oil mill being operated in the valley, and that at Imperial. Vicissitudes of low markets, largely of the 1920 disastrous season, and attendant financing difficulties, have localized cotton-growing about Calexico and Imperial, though crops of it are scattered more or less generally over the whole valley.

* * *

Four-Fifths on Mexican Side

THE best marketing conditions are now found in Calexico, where the large bulk of the crop is sold, and where, due to the large plantings in Mexico, just south of the international boundary, cotton is offered in larger lots than at other points. The Mexico-grown cotton is included as a part of the Imperial Valley crop since its financing and handling are done almost entirely by American interests.

In 1912 and 1913 development of the lands in the Imperial Valley in Mexico was started and progressed rapidly until some 160,000 acres have now come under cultivation. It can be said that cotton developed these lands, since cotton was the only crop known to irrigation agriculture, as practiced in the Imperial Valley, which seemed to fit into the program of farming in Mexican Imperial Valley. The ranches were large, there were delays incident to crossing products into the United States for marketing, skilled labor and equipment for highly intensive farming were lacking or too expensive; withal, it is certain that cotton, a nonperishable product, finding ready market in large quantities, was about the only crop which could be used to great advantage in the rapid development of large tracts of valley land.

Anyway cotton was used and still is used and has proved especially well adapted for furthering the development of raw lands in Mexican Imperial Valley. Of the total 200,000 acres in cotton in Imperial Valley in the 1923-24 season, 50,000 acres are in California and 150,000 in Mexico. The bulk of the cotton acreage will doubtless continue in Mexico for a number of years. As part of the industry's expansion into Mexico there have been gins, an oil mill and a compress erected in Mexicali, B. C., the city on the International boundary adjacent to California, for handling the Mexican-grown crop. At present the oil mill is inoperative.

This is a sketch of what the cotton industry has come to be in the Imperial Valley in fifteen years. What it shall have developed into fifteen years from now, just as in the case of any other annual crop produced in the valley, depends wholly on the management of the soil fertility of this wonderful country. Great areas of our lands have been highly productive for numbers of years without there being added to the soil one ounce of manure, either green, commercial or barnyard. This cannot go on indefinitely; in fact, it cannot go on very much longer since, using cotton as the criterion, it is economically unsound to grow less than half a bale per acre and our soils are hardly averaging that heavy a production at present.

It sometimes appears that we have everything necessary to make the biggest bumper yields of cotton imaginable—except brains. Now we have the problem of mixing the proper amount into our agricultural practices to maintain in our soils the proper proportions of fertilizing agents and humus-building agents to render them highly productive, and persistently so.

We have a simple means of refertilizing by including in our program the seeding of our lands to alfalfa for a period of two or three years after they have been run to cotton for about four years. Yields of a bale of cotton to the acre are usual on lands plowed out of alfalfa. A bale to the acre is the standard which should be set for cotton growing in the Imperial Valley since it is easy of attainment with the proper management of the soils.

UTILIZING NONMETALLIC MINERALS

Fifty Plants Now Producing Glass, China, Crockery, Tile and Other Similar Commodities

IT HAS not been so many years since the Los Angeles Chamber of Commerce in various reports and prospectuses told of the vast deposits of nonmetallic minerals in the mountainous and desert back country, and showed the possibilities in establishing industries for the utilization of these raw materials.

Now it may be claimed that a good start has been made. Los Angeles possesses fifty or more plants, mills and factories engaged in making those things which formerly had to be brought in at great cost from the outside. Not nearly all the glass, chinaware, porcelain, crockery, sanitary ware, tile and other products of clay that is locally consumed is locally made, but the output now reaches a value of about $15,000,000 a year. The cement industry adds over $11,000,000.

The nonmetallic classification of minerals includes a large assortment. Some of them are well known, such as the clays, asbestos, mica and gypsum; others, like fluorspar, barytes and magnesite, have a rather mysterious sound and are not widely known. They may be roughly divided according to usage into two groups, those which serve as materials for useful articles and building purposes, and those which are used as essential ingredients in processes of industry and manufacturing. There is no hard and fast dividing line as some of the minerals serve both purposes. Silica is not only used for glass manufacture, but is needed in the making of steel. Talc, besides being the foundation of toilet powders, is used in polishing rice.

Cement making is an extensive industry engaged in reducing hills and mountains of the raw materials at four main points in the interior. Not only for the construction of buildings, but in the making of roads, irrigation pipe and reservoirs, cement is consumed on a prodigious scale in Southern California and the adjacent trade territory.

Of recent years gypsum has come to the fore as a cheap and practical substance for the making of wall-board and various substitutes for lath. It is also valuable as a fertilizer, or conditioner, for certain types of soil. It is shipped in from mines and mills in various parts of the desert, most of the supply coming at present from Imperial Valley and Las Vegas, Nev. It is said of the gypsum deposits in the Southwest that they are extensive enough to plaster up the whole world.

From near supplies of several kinds of industrial clay, Los Angeles plants make brick, hollow tile, sewer pipe, pottery, chemical stoneware, encaustic tiling, roofing tile and terra cotta. Clay was early appreciated in California. The padres and Spanish colonists soon learned to make their houses out of sun-dried bricks of adobe, and the first method of making roofs out of tule thatch was displaced before 1800 by a kind of corrugated tile which is imitated for its crude beauty to this day.

The glass industry is growing rapidly in response to the demand for building glass of all kinds, glassware for the great canning industries, bottles for fruit juices and other beverages, and table glassware. The moderateness of the winter climate enables the manufacturing of glass the whole year 'round without the need of expensive equipment for the prevention of chilling. Natural gas, oil and California coal of ● type suitable for making gas solve the fuel problem for this industry. Silica, sand limestone, soda, potash, fire-clays, and essential chemicals are obtained from convenient deposits. Although this industry already has a production of nearly $2,000,000 worth of goods a year, the markets both domestic and foreign are such as to warrant rapid expansion.

One of the most promising industries, as yet in its swaddling clothes, is that of ceramics. According to estimates of chinaware dealers, more than two million dollars worth of vitrified and semivitrified ware is sold in Southern California every year. The half-dozen plants now operating do not supply more than 15 per cent of this demand. In some instances the operations of juice and chemical plants, which require certain kinds of jugs for their commodities, are seriously hampered by the inconvenience of importation from New England. The tableware market is practically all supplied by foreign or eastern goods. Yet there is every reason to believe that chinaware designed in Los Angeles and made from Southwest materials would be able to establish the popularity of "Made in Los Angeles" not only at home, but in all parts of the developing Pacific.

At the instigation of the Los Angeles Chamber of Commerce there was created about six months ago a Nonmetallic Minerals Corporation with a plant and mill for the pulverizing of minerals, erected at a cost of $150,000 in the city. This concern operates between the raw producer, the mine or deposit owner, and the manufacturer, buying the raw minerals and bringing them to Los Angeles to mill into usable form to sell to the manufacturer.

It supplies silica, white, red, green and yellow, along with clays, for the ceramic industries. The mill is equipped with magnetic separators to draw off the iron from feldspar, which is the essential vitrifying element in the making of chinaware. The claim is made that this mill produces as fine feldspar as is produced abroad, and the best in the United States.

Fluorspar, calcite, pumice and other minerals are produced for the iron and steel industry; fuller's earth for oil refining and the manufacture of artificial lard; green, red and yellow jasper is ground with granite for stucco; iron oxides, yellow ochers, brown umbers and barytes are prepared for paints; infusorial earth for sound and fire insulators; grit is made for chicken feed; magnesite for composition floorings and sink board, and garnet, tripoli, quartz, mable, slate, soapstone, etc., are ground up for other uses.

The plant has prospered in a way to keep the mills operating all the time, with as many as thirteen carloads of materials on the siding at one time. Already it is necessary to double the investment. This is one of the most significant steps Los Angeles has deliberately taken toward the utilization of those vast deposits of nonmetallics which have hitherto been regarded as worthless by the seekers of gold and silver.

THE WAR FOR CALIFORNIA

Events Which Led to the Occupation in 1847 by Americans of the Pueblo of Los Angeles

BY GEORGE LAW

THE misrule and greed of the Mexican Governors and politicians in California, which led to the virtual confiscation of the missions, had reduced the province to poverty and helplessness by 1845. The true Californians, those who had cast their fortunes with the land, who had come to love it and were eager to labor for its welfare, found their enterprises thwarted by the avaricious and incompetent office-holders. It was realized by the earnest, high-minded and courageous senors that a change of government was the thing most to be hoped for. But whether it should be independence or a protectorate under Great Britain or France, few were firmly enough fixed in their opinions to say. As for the Americans, the gringos, such as had pressed forward to settle uninvited in California, were not the sort of people to create in the hearts of the Californians a preposession toward an affiliation with the United States.

At that time a California law explicitly forbade the immigration of foreigners. Nevertheless a good many American families had settled along the Sacramento River, and when picturesque John C. Fremont and his band of pathfinders ignored the California edict in 1846, his maneuvers were taken by the settlers as a gesture of aggression in their behalf.

In the summer of that year a declaration of independence was made—not, however, by the Californians themselves, but by a nondescript group of outsiders. Horses and supplies were taken from the Californians, the town of Sonoma was captured, and the insurrectionists, under a man named William B. Ide, put up their "Bear Flag" of independence.

Fremont, while friendly with the parties to this coup, repudiated the act; but in the skirmishes that followed with the Californians, his men supported the Bear Flag followers, brutally shooting down their opponents.

The situation was growing embarrassing when news came of war being declared by the United States upon Mexico. Commodore John D. Sloat reached San Francisco in July and without meeting with resistance raised the United States flag over the customhouse and declared the territory annexed.

Fremont was sent by sea to take San Diego, while Commodore Robert F. Stockton, appointed by Sloat commander of the forces upon land, marched upon Los Angeles. The Californians appeared to submit without attempting to put up a fight, and the Stars and Stripes flew over both pueblos.

Then troubles began to brew in Los Angeles because of the intolerance of Lieut. Archibald Gillespie, whom Stockton left in charge. The Californians, unable to endure the exactions of the haughty American, mustered their forces by stealth and suddenly invested the town. The Americans were forced to withdraw to San Pedro, where, after delaying departure in the hope of reinforcements, they took to sea. Revolt spread rapidly, and the Americans, too confident of themselves while rather too contemptuous of the fighting caliber of their opponents, suddenly found themselves in the midst of guerilla warfare.

Then came word of the advance of Gen. Stephen W. Kearny from New Mexico, after having successfully subdued that territory. Gillespie, with a force of thirty-nine horsemen, was sent to meet Kearny.

On his way across the desert Kearny had met Kit Carson, who told him of the successful campaign in California, whereupon Kearny had sent most of his force back to Santa Fe to enter Southern California at Warner's Hot Springs with a detachment of only 100.

Andreas Pico, watching the movements of the Americans, was encamped at the Indian rancheria at San Pascual, not far from the hot springs. Kearny and Gillespie decided to attack the small band of Californians. In the fight that took place the Californians, on their fine swift horses, retreated, while the Americans, in attempting to pursue them, scattered out over a long stretch owing to the fatigue and poorness of their mounts. Then suddenly Pico and his followers turned to attack the American soldiers with their lances. Eighteen were killed before the Americans could recover their massed position and bring the cannon into play. This was the most picturesque engagement of the war, resulting in a well-deserved, but worthless, victory to the Californians.

The last stand of the Californians was made at the San Gabriel River to contest the advance of the Americans upon Los Angeles. The Californians had nearly 500 men, the Americans 200. But the cannons of the former were rendered useless by poor powder, their guns failed to kill, and two pieces of good artillery helped the Americans to win the day. But little resistance was encountered thereafter, and on January 10, 1847, the Americans re-entered Los Angeles. The Californians then surrendered their artillery and public arms, agreeing not again to serve during the war. They were then granted equal rights as United States citizens.

Navel Oranges

The first carload of Navel oranges was shipped in 1877, and last year 50,000 carloads were sent out. No other locality has been so successful in growing Navels.

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Advertisements—Business Announcements, Enterprises, Real Estate, Commerce.

[Under this general heading appear on this and succeeding pages of the Midwinter Number various authorized business announcements, together with descriptions of industrial and building enterprises, the nature and responsibility for which are shown in the notices themselves.]

MIGHTIEST STRIDES

(Continued from page 2)

reveal in a changing panorama of hills and valleys, desert and sparkling sapphire seas, these are drawing creative genius from all over the world and it in turn gives new impetus to the halting, fumbling talents of her own children of art.

Florence, Paris, quaint byways in Europe's tiny boxlike countries, these used to constitute the meccas, the pilgrimages of artists seeking color and atmosphere to imprint upon canvas; now all eyes seemingly are turned to the new fount where art, though yet immature, receives its greatest inspiration—possibly because of that very virginal quality, undrained—and its most natural expression, free from "schools" and cliques—California's magic clime.

Southern California, though, has produced some creditable work, not great, indeed, but achievements that predict her artistic future. In this transference of pigments into realistic beauty, men and women like Jack Wilkinson Smith, William Wendt, F. W. Cuprien, the marine painter, Carl Oscar Borg, Edouard Vysekal, Loren Barton, Orrin White, Alson Clark, John W. Cotton, Dana Bartlett, Wallace L. de Wolf—the retired millionaire to whom art is more than a hobby, rather the expression of creative talent long smothered under the materialistic demands of commercial life—Clyde Forsythe, but lately coming into prominence, Franz Bischoff, Jean Mannheim, John Coolidge, Kathryn W. Leighton, John Hubbard Rich, Charles H. Owens, Roscoe Shrader, Arthur Hazard and numerous others, some of whose work has been nationally exhibited, are pioneering the expression of Southern California's artistic genius.

In sculpture we have actually several nationally outstanding figures—David Edstrom, C. Scavpitta, Ella Buchanan and Julia Bracken Wendt. Phiminster Proctor, famous sculptor, now makes his home in Los Angeles.

As lyric as her name, as charming as her graceful physical beauties, are the many musical contributions which Southern California's genius has given to the world. Heading the list of our composers is Charles Wakefield Cadman, whose melodies based on Indian lore, particularly "Land of the Sky-Blue Water," have won him national renown. Mr. Cadman's latest work is a "Hollywood piano-suite," capturing the lure of Hollywood in charming cadences, at once gay, insouciant, subtle, then bizarre, blandly, superbly self-assured, again beating steadily to the growing realization of the film capital's serious gift to humanity.

* * *

"To a Comedian," dedicated to Chaplin and Lloyd, carries a spirit of good-humored fun. "Easter Sunrise on Mt. Hollywood" has caught and transferred into melodic rhythm slow, pulsating, sonorous, the beauty and spiritual dignity of the Easter services which are famed the length and breadth of the land and to which come each year many pilgrims from afar.

Victor Schertzinger, writer, film director and musical composer, versatile genius of many arts, has embodied in his work much of the colorful spirit of the crumbling old missions, of their glamour in the days when the religious Spanish fire gave them breath and life. "Marcheta," though written nine years ago, has recently enjoyed renewed favor. Schertzinger has composed the musical scores for many films, his greatest work being the rhythmic accompaniment to "Robin Hood."

Louis F. Gottschalk also has to his credit the scores of numerous film orchestrations, his most notable contribution being the music for "Broken Blossoms."

Southern California is the adopted home of Carrie Jacobs Bond and was the inspiration for her song, "A Perfect Day." Olga Steeb, pianist, is a Los Angeles girl. Walter Henry Rothwell, orchestra director, whom several big eastern cities know well, is a local man. Many other musicians and songbirds live here and contribute their genius to the Southland's glorious lyric expression.

* * *

They Write Of Us

FAMOUS novelists—Elinor Glyn, Rupert Hughes, Zane Grey Stewart Edward White, Peter B. Kyne, Will Levingston Comfort, Eugene Manlove Rhodes, Harold Bell Wright, Edgar Rice Burroughs and countless others—are proud to call this section "home." Many playwrights—perhaps the best known for his work is Richard Walton Tully, who has also been singularly successful as a film producer. And poets of rare charm—Mrs. Rupert Hughes, Harry H. Knibbs, western rhymster, and Samuel Byers.

Our short-story writers are legion—Frank H. Spearman, Gerald Beaumont—who pens those splendid racing stories about "The Information Kid" and many other fabrications of fiction that get into the foremost magazines—H. C. Witwer, humorist, who spends much of his time here, admitting that Southern California's climate has "vamped" him, Cleveland Moffett, author of mystery tales galore, and Byron Morgan, whose auto-racing tales not only mirror a fine spirit, but take on also the color of highly interesting personalities.

Many other famous writers, whose prior connections make necessary the maintenance of homes elsewhere, spend a considerable portion of each year here, because of the inspiration and incentive to effort. George Ade and numerous others visit Los Angeles frequently to assist in the filming of their stories.

Also are these literary lights furthering Los Angeles' glory by writing fiction about her colorful background—Adela Rogers St. Johns, Frank Condon, Harry Leon Wilson in his memorable "Merton of the Movies," George Randolph Chester in his Saturday Evening Post articles; Gene Stratton Porter, who wove so interestingly into her novel, "Her Father's Daughter," the charm of Southern California, and Vicente Blasco Ibanez, who has just completed a new tale, "La Reina Califa," a historical novel based on the glory of this State. With all of these gifted pens carrying far our Southland's beauties, we are not likely to pine in anonymity, even though Will Rogers does say that Californians are entirely too modest!

Among others whose writing is confined to some particular sphere in which they are authorities and who live here are Edward G. Curtis and James W. Schultz, whose pens write so interestingly of the Indians; Stoughton Cooley, who has made a study of political economy; Clifford Howard religious writer; George A. Fischer, whose notable work is a "Life of Beethoven;" Julia Ellen Rogers, nature-study author; Francis M. Fultz, who writes of various outdoor subjects with rare charm; Dr. Lulu Hunt Peters, author of a recent best seller, "Diet and Health with Key to the Calories," who conducts a department on diet and health in the Los Angeles Times; and John L. Von Blon, who handles many subjects for American and European magazines. Having as its keynote to prosperity and fame such unusual climatic advantages, where the sun daily simmers its golden rays, making outdoor life and action not merely necessities to health but enjoyment thereof, it is only natural that Southern California should rank well to the front in her contribution of famous athletes. Los Angeles now boasts the largest stadium in the world, where will be held the Olympiad in 1932.

Besides those devotees of various forms of athletics who has won world-renown and who are "native sons," may others of equal fame now call this their home. Southern California has given to the world Helen Wills, the young tennis marvel; Charley Paddock, runner; Howard Drew, sprinter; the Meusel brothers, big names on the baseball diamonds; Paul Hunter, golfer, and "Brick" Muller, football star. Gene Sarazen, the golfer, and Jimmy Murphy, the racing boy wonder, live here, and with Jack Dempsey, world champion; Jess Willard and James J. Jeffries, all local residents, the Southland might well be called the mecca of the sporting world's fabled heroes, both conquered and conquering.

All in all, Southern California has contributed nobly and astoundingly to the industrial and artistic progress of the nation. And she is new, so speaking, just embarking upon her journey to fame. The world looks to her in myriad ways for inspiration. May she carry her glory, so wondrously dawning, ever onward!

WHAT LOS ANGELES IS DOING

(Continued from page 3)

part of his raw materials. Here he can get his soda ash, cyanide, or whatever chemical he may need, direct from the desert, or rather from a Los Angeles laboratory. All the elements are here, the conditions are 100 per cent better, and he can ship East or export through the Harbor just as cheap or cheaper than he can distribute west or abroad from the Atlantic seaboard."

In Mr. Arnoll's statements are inculcated the main reasons WHY Los Angeles is doing things industrially. Many have found that they can cut down the cost of production, keep their factories operating all the year, secure greater efficiency from labor, and get a great deal more out of life by doing their manufacturing on the Pacific Coast. Others are attracted by these advantages and also by the possibility of building up tremendous industries upon the rich native resources of the back country.

Then the markets. The population cannot at present be compared with that of the East, but it is increasing so rapidly as to remove all fear of producing more than the markets can absorb. The people are, in fact, coming in even more rapidly than the industries are developing, although many new factories are opened every month. In the westward surge of population is one of the chief causes underlying the responsive surge of industrial development.

Los Angeles is not nearly producing enough of any class of commodities, food, metal, building material, textile, or what not, to satisfy her own demands. The gateway to the markets of the world, moreover, is now tempting the enlargement of industries to participate in commerce on a world scale. Already the lines of commerce are established, and things made here are finding their way to strange nooks and corners in all parts of the globe.

PROMISE OF THE OLIVE

(Continued from page 14)

oil for human consumption and 350,000 gallons for manufacturing and commercial uses.

The higher cost of production is the chief incubus in depriving California of the business. This is certain to continue on account of higher cost of American labor, but it can be reduced somewhat by the growing of olives where cultural requirements are simpler, land cheaper, and where plenty of hot sunshine will make healthy trees.

A more serious check upon the industry is the public taste, long accustomed to green olives, but little educated in the use of them ripe. This is a matter to be affected by the concerted action of the olive growers themselves, in advertising their distinctive California products and instructing consumers in the value and regular use of ripe olives as food.

The ripe olive is not properly a relish. It is a food comparable in caloric value, either from the angle of weight or of cost, with bread and meat. The mild, appetizing flavor and succulent tissue of ripe olives encourage a person to eat them in quantities, whereas but a few of the bitter, hard-meated green olives suffice. Although California has been putting out ripe olives for more than twenty years, they remain little known in the East. They are used extensively and appreciatively, according to many established recipes, only in their native State.

The future of the industry, rife with tremendous productive possibilities, depends upon the popularizing of the ripe olive throughout America and also in foreign lands. At the same time much can be done by producing in California olive pickles that cater to the old taste, capable of competing successfully with the imported kinds.

Recently worked-out formulas enable the California olive-pickling plants to imitate to perfection the Spanish "Queen" olive of long-established trade popularity. In addition to the standard California ripe olives, there can now be put out a green "ripe" olive in some respects superior to the common black. Another new product is a fermented black ripe olive, which combines the piquant taste of the Queen with the nutrition and succulence of the common brine-ripe olive.

By these means, above all by widespread appreciation of the food value in ripe olives, this is certain to bulk forth into the light as one of the most successful and indispensable of the prominent family of distinctive California industries.

FINANCING

(Continued from Page 15)

the project up for years. Then some able manufacturer with money of his own comes along and establishes a factory. He prospers of course. Everyone then wonders at the shortsightedness of Los Angeles business interests in not taking advantage of the opportunity before.

"But we are getting ready to correct this situation," continued Mr. Arnoll, "by the creation of a strong financial corporation of big men. The corporation will be heavily bonded and the revolving fund will be sufficient to employ a group of experts to investigate every new project. Unless the project is passed upon by this board, it will not receive the sanction of the corporation and the public will be warned accordingly.

"It will be the purpose of the Finance Corporation to lend its support toward the building up of all industrial and manufacturing plants that merit its O. K., as well as to push new projects passed by the Board of Experts. This will give investors something to go by and will create confidence in Los Angeles industry."

Mr. Arnoll went on to say that further and rapid industrial development is the city's most imperative need. "There must be more industrial activity in order to take care of the tremendous increases in population. The employment problem is likely to grow serious otherwise. The industries should be of many kinds to avoid dependence upon a few, which is dangerous. These can be developed to a great extent by Los Angeles people, themselves, if they will invest their money here instead of putting it in eastern corporations. The biggest and soundest opportunities for the investor, as well as for the manufacturer, are right here, and people are, of course, beginning to recognize the fact. Otherwise, how could the city keep on growing as it is doing?"

Asked as to the industrial advantages, Mr. Arnoll mentioned the many well-known features making for reduced cost of production, climatic factors, cheap fuel and water, open-shop labor of the highest type in great abundance, markets strong locally and ever growing in the immediate back country, an open gateway to established trade routes throughout the world, and the long and varied list of raw materials obtainable near at hand.

"The combination of advantages here," he said, "makes for lowered cost of production, and our manufacturers in America are finding out that they must cut down production costs if they are going to be able to compete successfully with cheap foreign products. Cheap foreign labor places competition upon a basis that can only be beaten here. When it is realized that goods can be distributed from the Pacific Coast as easily and economically as from the Atlantic, the manufacturers are certain to flock here. The all-around advantages are such that only the inertia of heavy investments in the East can hold them from dismantling their plants and moving them to Los Angeles.

"The openings are of all kinds and sizes, but the best opportunities from the point of view of the individual are for thoroughly experienced and competent men, now occupying subordinate positions in big plants in the East, who have enough capital to start factories of their own out here, even though in a small way. Undoubtedly Los Angeles affords as fine a chance today for young concerns as New England did at the beginning of its industrial career, or, in fact, as did any industrial district in the East twenty to fifty years ago.

"Too much cannot be said for the opportunities in industrial and manufacturing lines here. There is no parallel elsewhere in the United States, unless on up the Pacific Coast, but in that direction the climatic factors begin to play out. Los Angeles, while now offering opportunities similar to those in the early days of the making East, possesses a firmer basis for permanent prosperity, in that people in ever greater numbers are determined to have for themselves the superior living conditions of this part of the country, and, reduced to its simplest meaning, industry is people."

A Good Place to Stay

Figures gathered by the Federal census for the year 1920 show how strongly the lure of California fastens itself on natives of the Golden State, as well as on those born in other States and countries. The census man found that there were for that year in all of the States of the Union something over 1,400,000 persons who were natives of our State; of the last number about 1,250,000 resided in their native State and a few over 140,000 being found in other States of the country. Figured in percentages and actual numbers California's loss by migration is small compared with other States, for the census enumerator found nearly 1,500,000 natives of New York, almost as many from Pennsylvania, more than 1,000,000 each from Ohio and Missouri, and more than 1,500,000 from Illinois were living in other than their native States. Of the natives of Iowa more than a third were found outside that State—many of whom must have come to California, judging by the great crowds that attend the annual picnic held here. Figures showing even more strikingly California's gain in population are found in a column headed, "Gain or Loss Through Interstate Migration." Of the forty-eight States of the Union, twenty-three lost through interstate movement of population; this loss is very pronounced in some cases, New York and Pennsylvania each losing over 500,000, and, had it not been for the fact that the foreign born within their borders number a great many, they would have shown a loss in population. California is far in the front of any other State in gain in interstate migration. Only one other, Oklahoma, to which there was a great rush for land when the former Indian Territory was opened up for settlement, comes near California in gain by migration from other States. The gain for California is greater than the combined gain for all of the others to the east of the Mississippi, even including the District of Columbia as a State. Of the eastern States showing gains, New Jersey, Florida and Michigan were the leaders; the first gained from other States about one-third, the second one-fifth, and the third one-sixth of the gain made by the Golden State.

Kern County Cotton

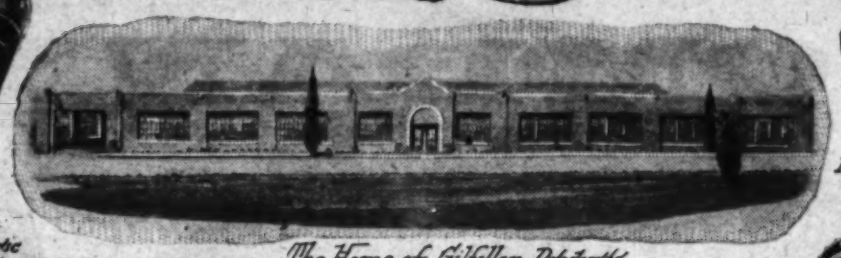
The prospects are bright for continually increasing growth of cotton in Kern county, growers and shippers agree. With a comparatively small acreage planted to cotton the growers made money. An Arvin grower who planted 186 acres obtained an output of ninety-nine bales.

The principal cotton-growing districts in Kern county are at Arvin and the Weed Patch, southeast of Bakersfield, and at Shafter and Wasco. Some extensive fields are also planted in the Delano and Mefarland districts.

Herbert Hoover, Secretary of Commerce, has a considerable acreage planted to cotton on his ranch near Wasco. The United States Experiment Farm near Wasco is carrying on extensive experiments with cotton.

Kern county is free from the cotton pests that infest the southern and eastern cotton districts, according to a survey made by the horticultural commission. Strict quarantine measures have successfully kept out the dangerous boll weevil.

GILFILLAN PRODUCTS



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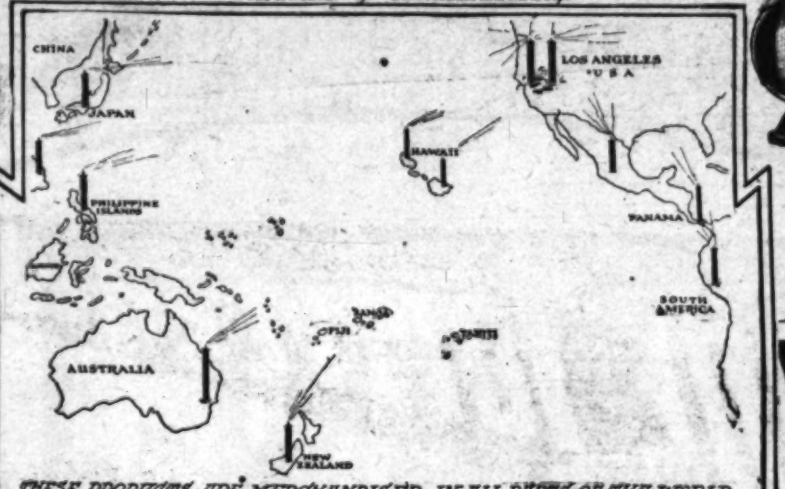

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MICHTIEST STRIDES

(Continued from page 3)

reveal in a changing panorama of hills and valleys, desert and sparkling sapphire seas, these are drawing Eenies from all over the world and it is turn Eiren new tmpetes to the halting, tumbling talents of her own children of art.

Florence, Paris, quaint byways in Europe's tiny boxlike countries, these used to constitute the meccas, the pilgrimages of artists seeking color and atmosphere to complete the masters, the pilgrimages. are turned to the new fount where artists yet immature, receives its greatest inspiration—possibly because of that very

Mornan, whose auto-racing tales not only mirror a fine spirit, but take on also the color of highly interesting personalities.

Many other famous writers, whose printed connections make necessary the maintenance of homes elsewhere, spend a considerable portion of each year here, because of the inspiration and incentive to effort. George Ade and numerous others visit Los Angeles frequently to assist in the filming of their stories.

Also are these literary lights furthering Los Angeles' glory by writing fiction about her colorful background—Adela Rogers St. John, Frank Condon, Harry Leon Wilson in his memorable "Merton of the Movies," George Randolph Chester in his Saturepost articles; Gene Stratton Porter, who wove

PROMISE OF THE OLIVE

(Continued from page 10)

oil for human consumption and 350,000 gallons for manufacturing and commercial uses.

The higher cost of production is the chief trouble in depriving California of the business. This is certain to continue on account of higher cost of American labor, but it can be reduced somewhat by the growing of olives where cultural requirements are simpler, land cheaper, and where plenty of hot sunshine will make healthy trees.

A more serious check upon the industry is the public taste, long accustomed to

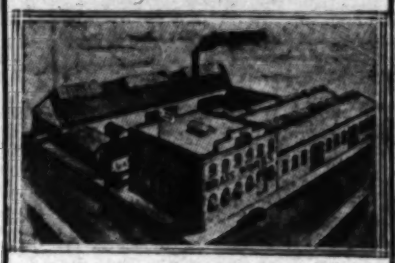
tion costs if they are going to be able to compete successfully with cheap foreign products. Cheap foreign labor places competition upon a basis that can only be beaten on here. When it is realized that goods can be distributed from the Pacific Coast as easily and economically as from the Atlantic, the manufacturers are certain to flock here. The all-around advantages are such that only the inertia of heavy investments in the East can hold them from dismantling their plants and moving them to Los Angeles.

"The openings are of all kinds and sizes, but the best opportunities from the point of view of the individual are for thoroughly experienced and competent men, now occupying subordinate positions in big plants

Advertisements—Business Announcements, Enterprises, Real Estate, Commerce.

[Under this general heading appear on this and succeeding pages of the Midwinter Number various authorized business announcements, together with descriptions of industrial and building enterprises, the nature and responsibility for which are shown in the notices themselves.]

James Jones Company
Brass Works
201 Leroy St., Los Angeles
ESTABLISHED 1892.



Largest Plant of its kind in the West.

MANUFACTURERS OF
BRASS FITTINGS AND GROUND-KEY WORK
For
WATER, GAS and STEAM

ITALIAN VINEYARD COMPANY

THE LARGEST VINEYARD IN THE UNITED STATES.

NESTLED in the fertile Cucamonga Valley forty odd miles from Los Angeles is located the largest vineyard in the United States. In excess of 5000 acres this vineyard which is located at Guasti, San Bernardino county, is owned by the Italian Vineyard Company. It adjoins and parallels the Southern Pacific Railroad for a distance of something like six miles.

At the present time every modern device for the production of pure sacramental and medicinal wines, champagnes and pure grape syrup is installed. Before prohibition became permanent wines of this company earned a justly famous reputation with the best of the old world vintage.

The company operates its own narrow gauge railroad to facilitate the handling of its large annual product. Employment is furnished to hundreds of skilled pickers during the vintage and grape-shipping season, as the company now ships a great many cars of fresh grapes to the eastern markets.

The acreage of the Italian Vineyard Company at Guasti with its wineries, officers' quarters, homes for the workers and its school facilities forms a miniature city in itself. It is one of the great show places of Southern California.

In years gone by the company leased considerable acreage to the United States Government and some five hundred different varieties of grape vines were planted for the purpose of determining the varieties of grapes best suited to certain kinds of soil and the different methods of cultivation.

The Italian Vineyard Company offices and salesrooms are at 1234-1238 Palmetto street, Los Angeles, with branches in New York, Chicago and New Orleans.

A descriptive booklet containing recipes of "Grape Drinks and Desserts" will be mailed upon request.

Officers of the company include Secondo Guasti, president and general manager; Secondo Guasti, Jr., vice-president and assistant general manager; J. A. Barlotti, secretary, and V. L. Gerardi, assistant secretary.

We Cut the Freight

If you are shipping to Los Angeles write and ask us how you can get less than railroad rates.

If you are shipping household goods from Los Angeles it will pay you to ship in L. A. cars. Our rates are less than railroad rates, and our men are trained experts in packing household goods and loading cars.

It Will Pay You to Investigate

L. A. Warehouse Co
316 Commercial Street
Los Angeles, Cal.

Licensed Makers of
BAKELITE MICARTA GEARS
NOISELESS RAWHIDE GEARS

JOHNSON FOUNDRY & MACHINE WORKS
Johnson Foundry Corporation

GRAY IRON CASTINGS
GENERAL MACHINE WORK
CUT GEARS IN ALL METALS

Office and Works
1115-1119 N. MAIN ST., LOS ANGELES, CAL.
Phones—Capitol 5419—828-444

San Vicente Apartments, North West Corner South and Carondelet Sts. Los Angeles

Stilwell Apartments — North West Corner Cedar and Third Sts. — Long Beach

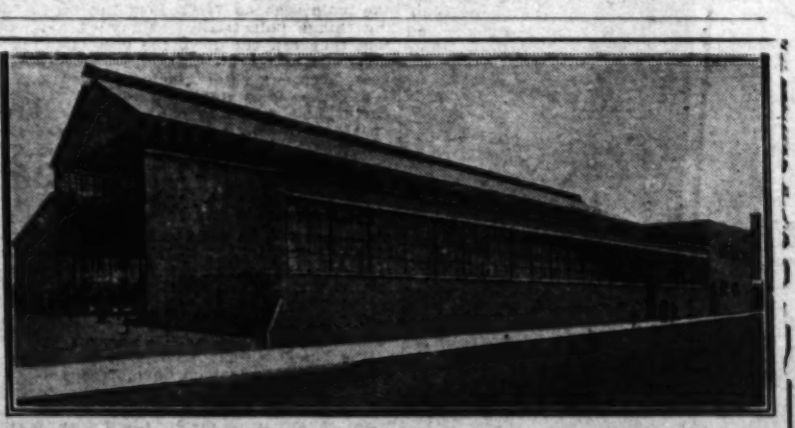
RUSSELL & ALPAUGH
ARCHITECTS
SPECIALIZING IN APARTMENT BUILDINGS
W. P. STORY BLDG. LOS ANGELES.

Your Livestock Shipments

to this Company—or purchases made for your account—will receive the benefit of twenty-five years' experience in the handling of livestock.

"Ship to—Buy Thru"

CHAS. H. HILL LIVESTOCK CO.
ADMINISTRATION BUILDING.
LOS ANGELES UNION STOCK YARDS



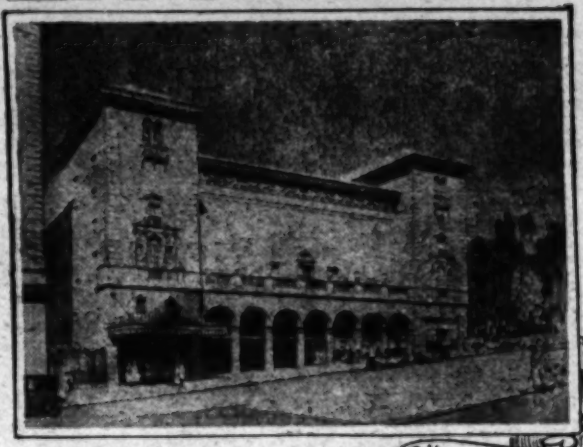
STRUCTURAL STEEL
ORNAMENTAL IRON
ENGINEERING and DESIGNING
SPECIAL MACHINERY
IRON STAIRS

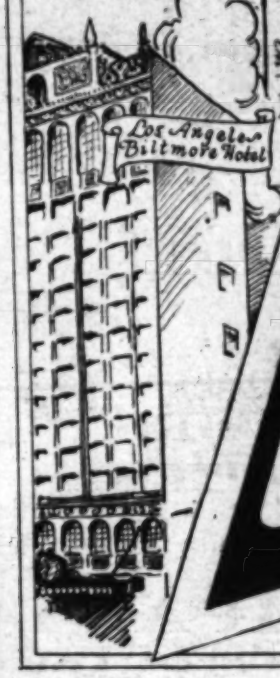
JACKSON IRON WORKS

BOYLE and SLAUSON AVES. BOX 268, HUNTINGTON PARK, CAL.
TELEPHONE 287-840

MEMBER L.A. REALTY BOARD.

Joe Toplitzky


A. L. Erlanger, Joe Toplitzky } Owners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Biltmore Theatre

JOE TOPLITZKY Co.

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Main 2656

LOS ANGELES, CAL.

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BUILDING CONSTRUCTION

Title Insurance Bldg.,
Los Angeles

The largest institution of its kind in Southern California

THE Development of Designs or Ideas Submitted to Us by Architects and Artists who Desire Harmonizing Decorative Effects Carried Out in an Individual Workmanlike Manner is an Important Feature of Our Business.

Our Artisans are Expert in the Execution of Fitments of any Period for the "Home Beautiful."
Our Products are Sold by All Leading Wholesalers of the Pacific Coast.

EARLE HARDWARE MANUFACTURING CO.

Manufacturers of Builders' Hardware

OFFICE *and* FACTORY—2369 EAST 51st STREET, LOS ANGELES

TELEPHONE 293-632

UNIVERSITY OF SOUTHERN CALIFORNIA

Even in 1880 Los Angeles was proud of her institution of higher learning, the University of Southern California, which was miles out in the country, reached only by a tedious journey on the horse-cars.

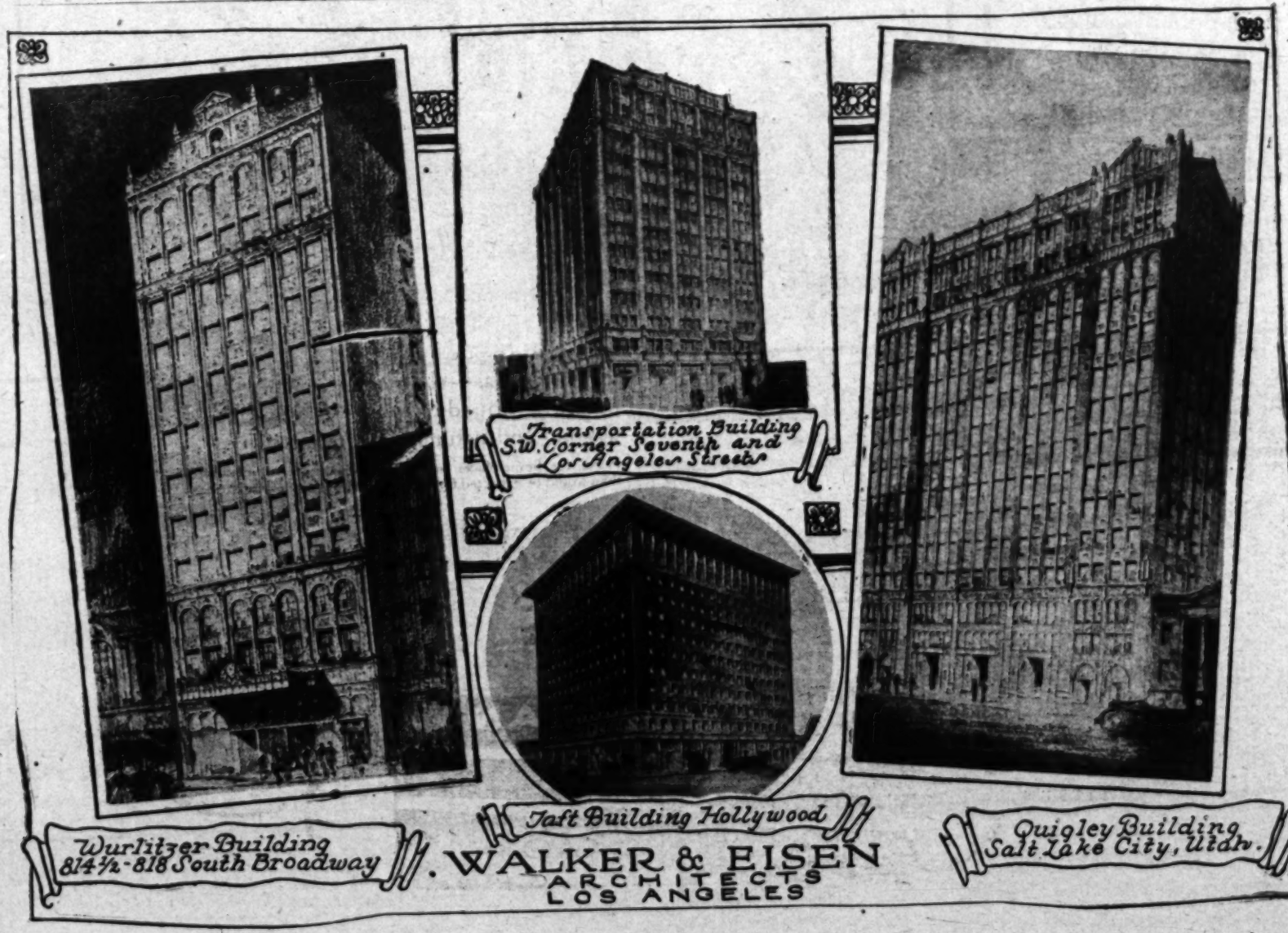
In forty-three years, the institution has grown from a college of arts with four students, to a university comprising ten colleges with a total enrollment of over 9000 students. Enrollment records for the schools of Liberal Arts, Law, Dentistry, Music, Pharmacy, Speech, Education, Theology, Commerce and the Extension division have all been broken during the last semester. The official announcement of the Dental Educational Council of America that the University of Southern California School of Dentistry ranked in Class "A" colleges in the United States brought unprecedented crowds to that department, inasmuch as it was the only Class "A" college on the Pacific Coast.

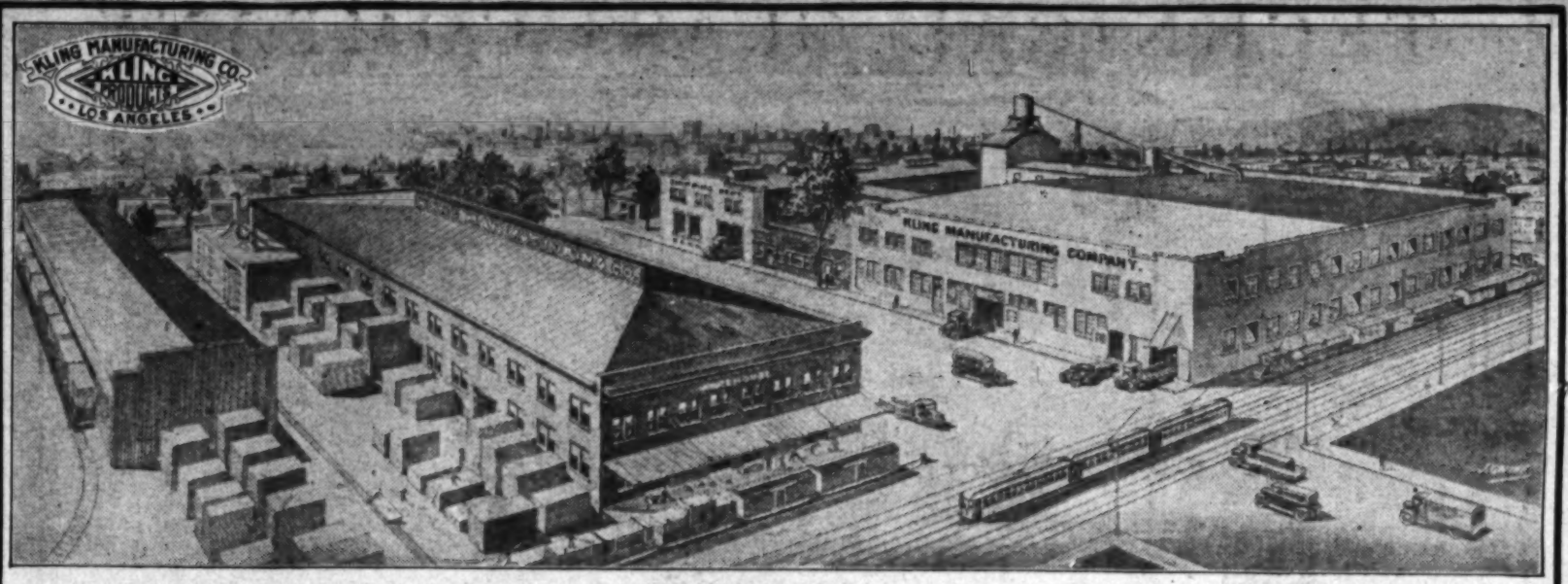
The establishment of the University in Los Angeles has brought to it other educational institutions and other educational influences, until it forms the center of a group of such institutions surpassed by none in the West. The campus is in close proximity to Exposition Park, where the State Building containing exhibits of virtually all of the mineral and vegetable products of the State; the Museum of history, science and art contains the valuable collections of the Historical Society of Southern California, of the Academy of Sciences, of the Cooper Ornithological Society, of the Fine Arts League of Los Angeles, and of numerous private collections, are all open to the students of the university.

Under the guidance of Dr. R. B. Von KleinSmid, president of the university, an outline of plans for the future includes a great Conservatory of Music for which Los Angeles is eminently suited. It is the plan of Dr. Von KleinSmid to make Los Angeles a world center of music.

The university draws students from twenty different foreign countries and from every State in the Union. Southern California comprises an area which has more high school students in proportion to its population than any other section of the country and is, therefore, a very fruitful field for our institution of learning.

May Department Store
L.A. Warehouse
St. Vincents Church
Desmonds
ALBERT C. MARTIN
ARCHITECT
LOS ANGELES


Transportation Building S.W. Corner Seventh and Los Angeles Streets
Taft Building Hollywood
Wurlitzer Building 814½-818 South Broadway
Quigley Building Salt Lake City, Utah.
WALKER & EISEN
ARCHITECTS
LOS ANGELES



"KLING PRODUCTS"

Represent the Manufacturing of "Everything" a Woodworking Plant Produces

FURNITURE — CEDAR CHESTS — CHAIRS
SASH *and* DOORS—MILLWORK SPECIALTIES

A Modern Plant Throughout

KLING MANUFACTURING COMPANY

1533-1619 EAST FIFTEENTH STREET - - - LOS ANGELES, CAL.

AN EXCLUSIVE GENTLEMEN'S ESTABLISHMENT
HUGO SCHMIDT, TAILOR
TWO HUNDRED AND TWO UNION OIL BLDG., LOS ANGELES

FRED H. SOLOMON

The Man Who Made the Penny Famous

Surrounded by His World Renowned Syncopators

CREO-KURED STAINED SHINGLES

The Perfect SHINGLE Perfectly STAINED

Hanawalt Spaulding Co.
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LINOTILE
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We are Equipped to Install
ARMSTRONG'S LINOLEUM
for Every Floor in the House
AS A PERMANENT FLOOR

VanFleet-Freear Co.
Telephone 821-578
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Los Angeles

Hollywoodland

"The Supreme Achievement in Community Building"

Pioneers — the long, weary hours o'er the desert's waste, seeking a haven in the Land of Golden Hours — Romance — tales of heroes whose footsteps ne'er faltered in their Westward March.

Today — from the dim distant dust-trails of yesteryear, the supreme achievement of home building is rising above the echoing conquests of the past.

Hollywoodland affords the utmost in home environment — gorgeous sweeping vistas o'er the city and sea — broad, concrete drives, with home-sites plotted to embrace each charming view — gas — electricity — sewers — high-pressure, aqueduct water — ornamental lighting and natural stone terraces.

Prices for home-places in Hollywoodland are decidedly less than would be expected for hilltop situations so close to the city.

FOR COMPLETE INFORMATION ADDRESS

S. H. Woodruff successor to

TRACY E. SHOULTS CO.

Office on the property, 3040 North Sandwood Drive
Phones: Hollywood 1344 - Hollywood 6682
MARTIN T. HILBORNE, Manager

TECHNICAL GLASS COMPANY

1924 - The only Glass Knob Factory in the United States.

LOS ANGELES is the home of the only institution in the United States manufacturing exclusively flint glass door knobs, including every necessary metal part, placing the finished product on the market ready for immediate attachment. The wonderful progression of the glass industry in Southern California in this development was brought about by the Technical Glass Company, Incorporated, which recently moved from its outgrown quarters in Compton avenue to its newly erected plant in East Forty-Eighth street at Santa Fe avenue. Here the company has an acre and a half, adjoining the plant of the American Can Company. A general conception of the magnitude of the establishment can be had by the illustration of the factory buildings completed last winter by the Austin Company of California.

The main factory building of the company has a frontage of seventy-five feet on East Forty-Eighth street and a depth of 160 feet. It is of the most modern steel, brick, terra cotta and glass construction. The central and rear portions are two stories in height, with the front portion devoted to offices, and rest and recreation rooms for employees. The rear portion of this building houses the latest improved glass furnaces for the product of the company. Installation of machinery occurring during the building period, the company was able to accomplish its removal from smaller quarters sooner than would have been the case otherwise.

The present institution represents for this company a most wonderful transition. It began operations in 1920 with six employees and a very nominal capital. In the new factory better than 100 employees find work, the capital has been increased to $100,000 and the production this year will reach $1,000,000. Being the only institution of its character in the United States its products have a world-wide distribution.

The glass door knobs and glass drawer-pulls of the Technical Glass Company are manufactured in hundreds of different sizes and the present capacity of the plant is in excess of 50,000 daily. The entire output is manufactured under the trademark, "Tegco," and only the clearest crystal glass is used, and nine inspections during manufacture insure perfection. Keeping abreast of demands the company produces new and different knobs as the demand calls for them.

The Technical Glass Company exports to all parts of the world. Direct export relations are fully established. The company has established its national market through production of high-class flint glass without increasing cost. Through the company's efforts Los Angeles benefits in that the metropolis of the Pacific Coast monopolizes the market in its line.

The officers of the Technical Glass Company include M. H. Rosenthal, president, M. B. Schutz, vice-president and treasurer, and W. A. Anderson, secretary and production manager.

Doyle's Vernon Coliseum is the Finest U.S. Indoor Arena

WITH a seating capacity of 7000, of which 3500 are reserved, with twenty-two exits, twenty-four boxes and eight loges, the Doyle boxing arena was thrown open to the public of the Southland in late August of last year. This finest of Coliseums which was designed by R. E. (Dick) Dusenberry and which was constructed from ground to roof in the incredibly short time of thirty-five days, cost approximately $100,000.

The lobby of the Coliseum encircles the entire reserved section, the interior being done in Tiffany colors with the lighting indirect. Cinema spotlights direct from the roof of the structure radiate abundant light over the ring. Ventilation is provided by three huge fans in the roof.

Entrance to the ring for boxers is provided through a tunnel and automatic seats are provided in corners of the ring. Running water is provided for the boxers instead of the old-time bottle rejuvenation system.

The ring is equipped with an electric gong which works automatically on the exact instant.

The exterior of the building is done in stucco.

The highest testimonial that could possibly be paid to Mr. Jack Doyle was the attendance on opening night when sitting in the vast building rubbing elbows against each other were professional men, oil magnates, working men, beautifully gowned women, and here and there an elderly woman. Such was the gathering which totaled in excess of 11,000. This audience assembled to show its approval of the four-round boxing game as a clean, wholesome sport in Southern California.

Mr. Doyle announces that the Vernon Coliseum will be used solely for boxing and such being the case the Vernon Club undisputably has the largest arena in the United States solely devoted to exhibitions of the manly art.

Every box in the Vernon Arena is sold to prominent Los Angeles sportsmen and business firms. The name of each box-holder appears on electric-lighted name plates.

GUTLEBEN BROTHERS INC.

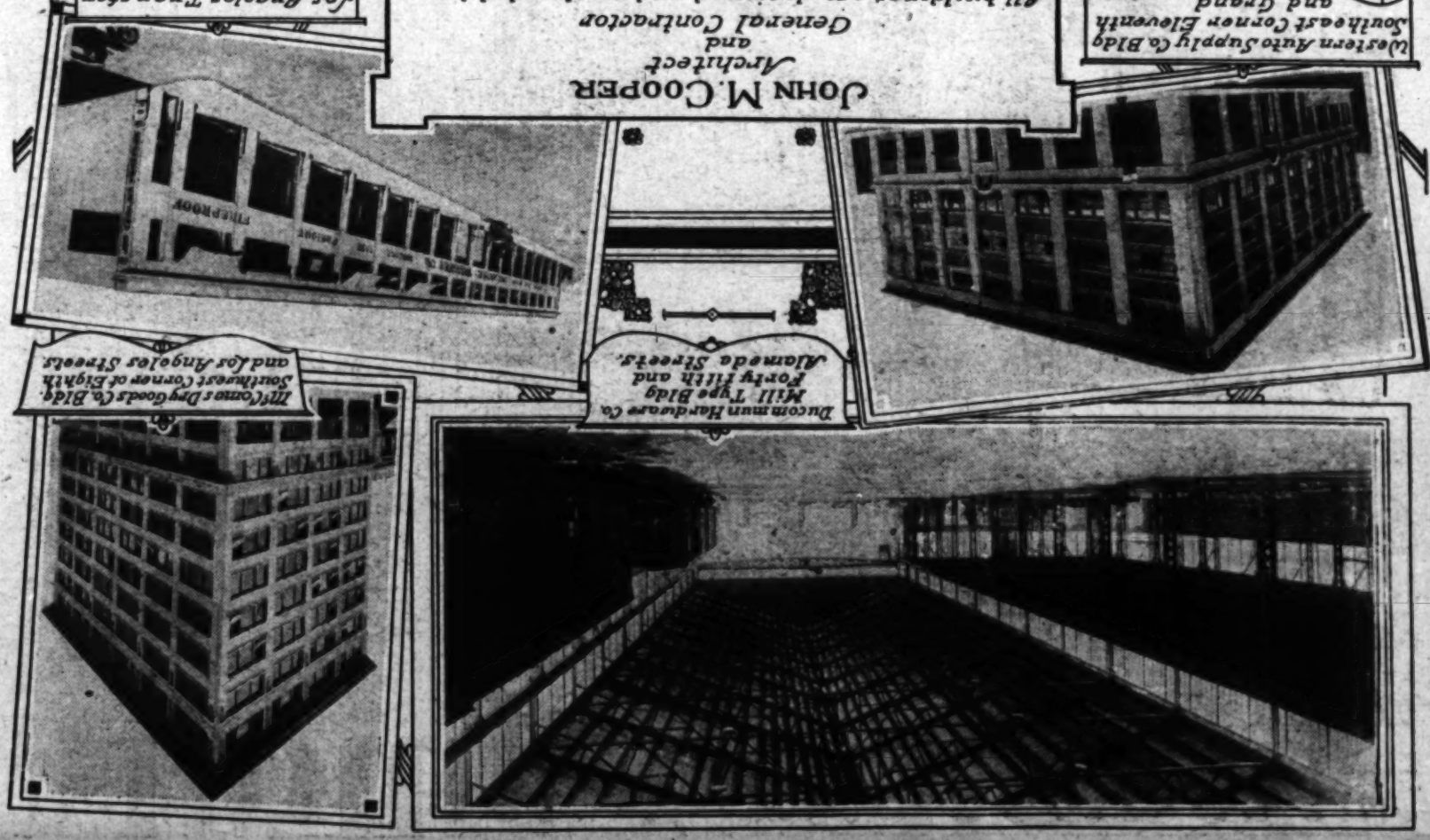
Established Since 1906

Rendering a Service of the Highest Quality

WE DESIGN AND CONSTRUCT
—Sugar Refineries
—Industrial Plants of all kinds
—Bridges and Allied Structures

WE ALSO CONSTRUCT
—Commercial Buildings
—Hotels
—Apartment Houses
—Mountain Resorts of all kinds

124 WEST FOURTH STREET



JOHN M. COOPER
Architect and General Contractor
All buildings are designed and constructed by us
MARSH STRONG BUILDING
Los Angeles U.S.A.

LANGE & BERGSTROM INC.

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2434 WEST 7th ST. LOS ANGELES

Specializing in the Leasing and Development of Business Properties

Let Us Locate You in Westlake Square

WILSON & WILLARD MFG. CO.

Producers of THE WORLD'S FINEST OIL WELL TOOLS

"IT'S A WILSON"

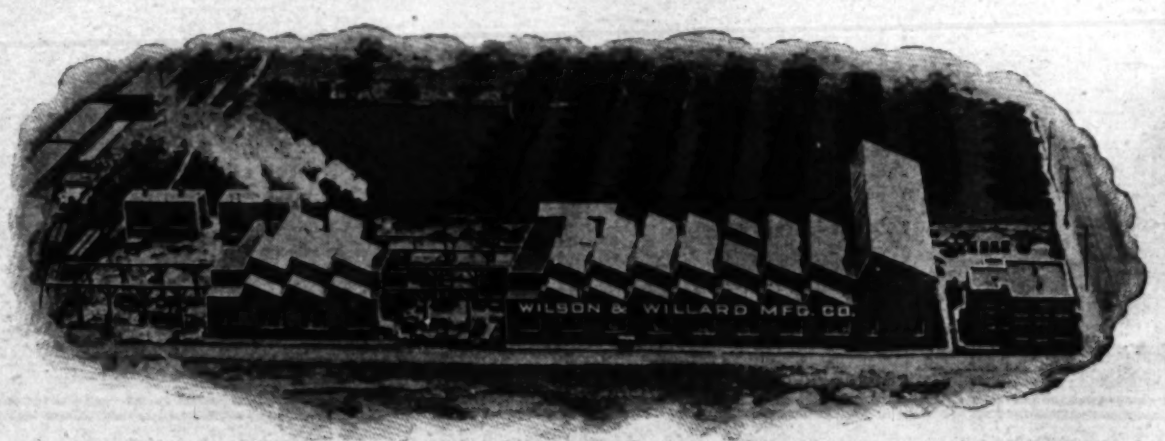
FASTER — SAFER — STRONGER

IN EVERY OIL FIELD ON EARTH

WILSON Under-reamers

WILSON Elevators

WILSON Expansion Pistons



WILSON Tongs

WILSON Rotary Drive Bushings

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We own and offer subject to prior sale, on the basis of 100 and accrued interest, 7% Street Improvement Bonds issued by various cities in Southern California:

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LONG BEACH SAN PEDRO
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WHITTIER VENTURA
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502 Los Angeles Railway Building
1060 South Broadway - - Los Angeles, Cal.

LOS ANGELES BRUSH MFG. CO.

Making a complete line of heavy duty and household brushes one of the leading brush manufacturing institutions of the Pacific Coast is the Los Angeles Brush Manufacturing Company, 716 to 734 Towne avenue. Established in 1910 this company has kept steady pace with the upbuilding of Los Angeles and early last year the institution moved into its present two-story home occupying 76x119 feet, specially constructed for its needs.

The Los Angeles Brush Manufacturing Company makes every commercial brush excepting paint brushes. Its officers include V. S. Ward, president; G. H. Force, vice-president, and W. F. Wiley, secretary and treasurer.

THE OWEN ROOFING COMPANY
(Incorporated)

Incorporated October 19, 1916, the Owen Roofing Company, Incorporated, occupies the distinction today of being one of the leading institutions of its character west of Chicago. The company has roofed many of Southern California's most imposing buildings and it has received its full share of the larger structures, including the mammoth Union Terminal Building together with its many units.

The officers of the company include J. A. Owen, president, H. Beesley, vice-president, and Thomas F. Fitzgerald, secretary-treasurer.

General offices of the company are at 915 Santa Fe avenue, Los Angeles.

GLASBY & COMPANY

One of the most Completely Equipped and Stocked Sash and Door Building Material Plants in Southern California

HOUSED in its first unit factory building completed late last year at 2120-30 East Twenty-fifth street, on extensive acreage, Glasby & Company is one of the most completely equipped and stocked sash, door and building material plants in Southern California. Removal to the present location was due to the unparalleled growth of the business. The original plant of the company was opened December 18, 1921, and in less than two years the institution moved into present new enlarged quarters.

Glasby & Company is an incorporation controlled by Messrs. Clare E. Glasby and A. Wardman. The company wholesales sash, doors, windows, blinds, frames, glass, screens, panels, mirrors and popular built-in features, ironing boards, medicine cabinets and kitchen cabinets, all of which are known to the trade as "Glasco Products." This company also acts as distributors in Southern California for the McDougall Kitchen Cabinets. This built-in-home feature is having very wide sale all over Southern California. The contractors and home builders were quick to realize the need of a built-in kitchen cabinet—which would be both inexpensive and efficient for the housewife. Among the first to adopt the use of the McDougall was the Los Angeles Investment Company. This company equips its bungalows with the "Sky-Lark" type of this cabinet. This gives salesmen a distinct advantage in selling homes.

Mr. Wardman, president of the company, has been a resident of Whittier, California, for the past twenty years. He is one of the most prominent oil men in this state, having large holdings in Santa Fe Springs and La Habra. Through his untiring efforts he has built up the Whittier Home Telephone and Telegraph Company, also the Downey and Norwalk Telephone systems to their present high standard. Recently he donated the generous sum of $100,000 to the Whittier College for endowment purposes. He is keenly interested in the activities of Glasby & Company with the aim of increasing the efficiency of the organization.

To the genial secretary-manager, Clare E. Glasby, who is well known in lumber circles throughout the State, a large share of the credit is given for putting this aggressive concern in its present commanding position.

Entrance to Mezzanine
Grauman's Metropolitan Theatre.

Wm. Lee Woollett
Architect
1211 Pacific Mutual Building
Los Angeles.
California.

HAMMOND LUMBER CO.

"From Forest to Builder"

OREGON PINE MILLS
Astoria and Mill City, Oregon

REDWOOD MILLS
Samoa, Cal.

Combined capacity 1,000,000 feet per day

MAIN OFFICE AND YARD
2010 South Alameda Street
LOS ANGELES

Telephone: Humbolt 1591

Dealers in

ROUGH and FINISH LUMBER, FINISH HARDWOODS, MILL WORK, SASH, DOORS, GLASS, BUILDERS' ROUGH and FINISH HARDWARE, COMPOSITION WALL BOARDS, PAINTS and OILS, ROOFING (Applied or in Rolls.) HARDWOOD FLOORING Laid and Finished.

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CALIPATRIA	OWENSMOUTH
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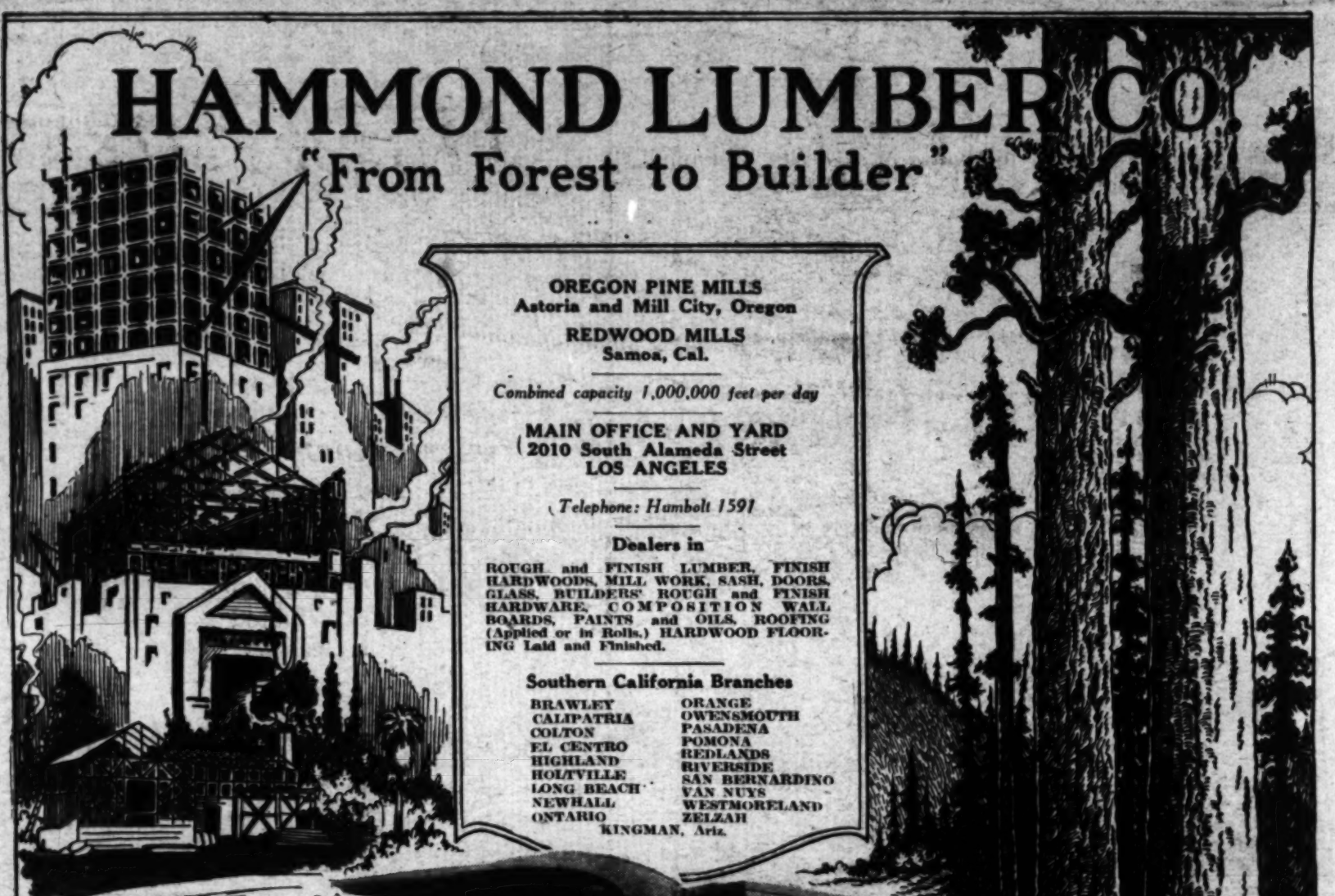
HOLTVILLE	RIVERSIDE
LONG BEACH	SAN BERNARDINO
NEWHALL	VAN NUYS
ONTARIO	WESTMORELAND
	ZELZAH

KINGMAN, Ariz.



A Log Raft.

Hammond Railroad Hauling Logs to Mill.

Hammond Steamers.

Hotel Ritz

This absolutely new fireproof hostelry offers guests every modern convenience at popular prices.

Every Room with Bath

Single or En Suite

The RITZ is close to every Los Angeles activity yet situated away from unpleasant noises.

Flower at Eighth Street

FRED W. SIEGEL
Owner and General Manager

ANNOUNCING OUR NEW MILL

at Anacortes, Washington

OUR NEW MILL AT ANACORTES, WASH., was put into operation this fall, and is now running "full speed ahead." It is 60 miles north of Seattle on Puget Sound, in the heart of the greatest remaining lumber producing area. Only the most modern machinery available has been installed and much of the equipment has been especially built. This will reduce handling to a minimum, give speed in operating and insure accuracy in sawing.

OUR MILLS AT BELLINGHAM AND ANACORTES furnish the finest, strongest grades of dimension and structural timbers. The one at Hoquiam cuts Old Growth Yellow Fir from the Gray's Harbor district, which makes the softest and most easily worked of all Oregon Pine Finish. Our operations are under the supervision of lumbermen of the second generation, men who take a "family pride" in their work. That is what has built up the name E. K. Wood Lumber Company.

E. K. WOOD LUMBER Co.

CALIFORNIA YARDS AT

OAKLAND—LOS ANGELES—HUNTINGTON BEACH—SANTA ANA—SAN PEDRO